

In Class Exercise 4 Creative Brief: Sell perfume

This exercise is to be done with your teammate/s

In Class Exercises are designed to take a total of 1 hour.

You and your team have created a new perfume. Give your perfume a name and figure out how to sell it. No one is going into department stores, and when they do – they have masks on. How can you market this new perfume you created?

The problem to solve: Sell your perfume without in-person demos in a department store.

Brainstorm for :30 minutes a solution

Take the next :30 and discuss and decide which solution works the best and create an 8.5 x 11 sketch. Write a brief description of your solution.