Branding Parody

PARODY - an imitation of the style of a particular writer, artist, or genre with deliberate exaggeration for comic effect. (NOUN)

PARODY - a humorously exaggerated imitation. (VERB)

STEP 1 - Pick an existing Brand /logo that you want to make a parody of.

STEP 2 - What could be added to change the meaing?_____

STEP 3 - How could the words / name of the logo be changed?_____

_____

STEP 4 - How could you change the audience. _____

_____

MAKE A SKETCH OF YOUR IDEA

Branding Parody

Parody - an imitation of the style of a particular writer, artist, or genre with deliberate exaggeration for comic effect. (noun)

Parody - a humorously exaggerated imitation. (verb)

Step 1 - Pick an existing Brand /logo that you want to make a parody of.

Step 2 - What could be added to change the meaing?_____

Step 3 - How could the words / name of the logo be changed?_____

_____

Step 4 - How could you change the audience. _____

_____

MAKE A SKETCH OF YOUR IDEA