Data Set 4: Branding

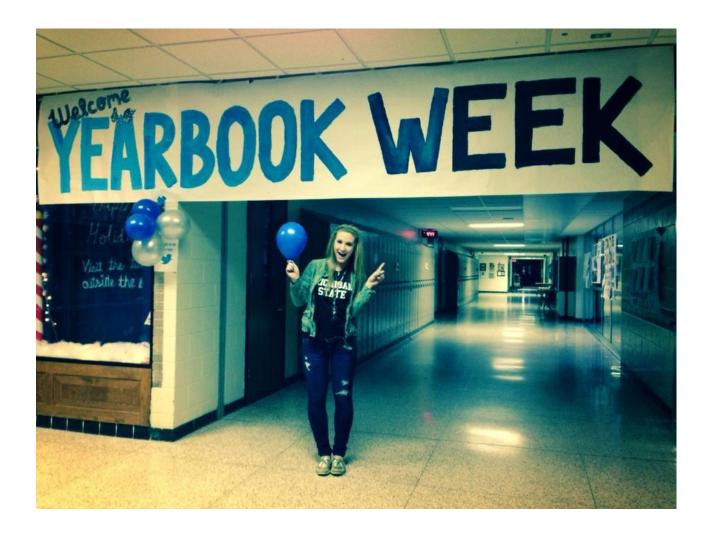
Examples from Grand Blanc High School Courtesy Ava Butzu, Adviser



One-week marketing blitz campaign

Marketing editors develop a plan for the week;

Staffers embellish and add to the plan as they get involved and excited





Stickers on our school's most popular lunch item (cookies)



Buy your yearbook (and how) stamp



Photographs hanging from helium balloons at the main school exit at the end of the day