

Data Set 4: Branding

Examples from Grand Blanc High School

Courtesy Ava Butzu, Adviser



Annual Mascot

Our theme was "The Moments." This is Mo, the Mint. We passed out mints at the homecoming parade with order forms. We also greeted parents as they dropped off kids in the morning and gave them order forms and our mission statement.

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