



NAME..... DATE..... RATING OUT OF 10.....

TITLE: THE MEDIUM IS THE MESSAGE

QUOTE: *“The medium is the message”* Marshall McLuhan

## OBJECTIVES FOR THE WEEK:

What is your brand? Think how you can distil it to the very essence and see how you can bring this to life. What shouts who you are so loudly that you don't need to even put a logo on it? What are you known for and how can you put that in front of people so they instinctively think of you.

## RESULTS:

