

GRADE 11 · UNIT E.5: EXTENSION & ENRICHMENT (OPTIONAL)

Client Simulation: Rebranding Challenge

Lesson 27 of 44 · Day 1 of 2

DO NOW

▪

TODAY'S PLAN

Do Now

5 min, above

Mini-lesson

10 min

Independent analysis & ideation

25 min

Share

5 min

TODAY'S VOCABULARY

Rebrand

EXIT TICKET

What is one element of the original brand you deliberately kept, and why?