

All About Branding & Marketing for Young Entrepreneurs

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Objective:

This presentation was developed to introduce Intermediate and Senior 4-H members from Bradford and Union counties to fundamental business concepts during an Entrepreneurship Day Camp. The primary goal was to help campers understand the importance of branding and marketing in business development. Through interactive discussions and activities, participants explored brand identity, the impact of logos and slogans, and key marketing strategies, preparing them to deliver a "Shark Tank"-style pitch at the end of camp.

Target Audience:

4-H youth ages 11-18.

Content was tailored to engage youth with varying levels of business knowledge, making branding and marketing concepts accessible and relevant to their own business ideas.

Current Population:

The Entrepreneurship Day Camp included 10 youth from Bradford and Union counties.

Methods Used:

The presentation was structured to be highly interactive, incorporating visual storytelling, recognizable brand examples, and real-world applications. Presenters engaged youth by first exploring the concept of branding through familiar logos and slogans before transitioning to marketing fundamentals.

To reinforce marketing concepts, the session used local examples that campers were familiar with, as well as more diverse, unique examples from larger companies. Hands-on activities throughout allowed youth to create their own brand identity and marketing strategy. The session concluded with a discussion on storytelling and the role of media in brand development.

Various sources were utilized for educational content and examples throughout the presentation. List of references is included on the last slide.

Impact Results:

Campers demonstrated an increased understanding of branding and marketing principles, applying their knowledge to create and present business concepts. The interactive format encouraged engagement and creative thinking, with many campers successfully incorporating these strategies into their final pitches.

Role of Applicant:

The applicant co-created and co-presented the presentation.

Production Costs:

The design was completed using Canva at no cost through a nonprofit account.