



HALFTIME SHOWS

Each team is required to host one halftime show over the course of the quarter. Once your group number is assigned, you may check the **GUEST** section of the syllabus to see which day your team has been assigned.

WHAT

The Halftime Show is a 15-minute brand experience designed to highlight one brand attribute. What's a Brand Attribute? Glad you asked.

Brand attributes are the main dimensions along which we evaluate brands. If you're responsible for brand positioning, you need to understand where consumers see your brand, and act to enhance the attributes you aspire toward while downplaying any undesirable associations. Below, you can find the five primary attributes for U.S. brands.

SINCERITY

down-to-earth
family-oriented
small-town
honest
sincere
real
wholesome
original
cheerful
sentimental
friendly

EXCITEMENT

daring
trendy
exciting
spirited
cool
young
imaginative
unique
up to date
independent
contemporary

SOPHISTICATION

upper class
glamorous
good looking
charming
feminine
smooth

COMPETENCE

reliable
hard working
secure
intelligent
technical
corporate
successful
leader
confident

RUGGEDNESS

outdoorsy
masculine
western
tough
rugged

HOW

For your team's Halftime Show, you'll need to determine which attribute is most essential to your brand as well as what it is that you as a brand want market share of (e.g., Coke wants a share of your throat, Westin wants a share of your sleep, etc.). Then brainstorm with your teammates on how to create a 15-minute branded experience that:

- 1 Costs less than \$5 per teammate to produce,
- 2 Re-energizes your classmates,
- 3 Embodies both your brand attribute and the share you hope to gain, and
- 4 Gets your classmates excited about your brand.

You can do anything from a Brawny Paper Towel Strong-Man Competition to a Pepto-Bismol Chili Cookoff to a Tylenol PM Nap Time -- anything you can think of. As always, your teaching team is available to answer any questions or help you with specific logistics (e.g., delivering materials, reserving adjacent classroom space). The ultimate goal of this exercise is to share your passions and to have fun!