

In-class exercise - Week 5 Evergreen & Trending Content

Today, you will work in small groups once again. Your task is to collaborate and brainstorm. Then, you will present your ideas to the class as a group.

The head of your marketing content shop has assigned you the client below. Your global brand has a solid customer base and a content strategy in place.

- Please take 10 minutes to visit the brand's website and ascertain roughly what its content strategy is and who it is aimed at. See their stub on Interbrand and read any articles about the brand there.
- Come up with three (3) ideas for evergreen website content in the form of blogs, how-to articles, a subject for a video or podcast episode, or whatever your team decides.
- Devise one piece of trending content that taps into current trends in their market space, media, politics, or upcoming holidays.

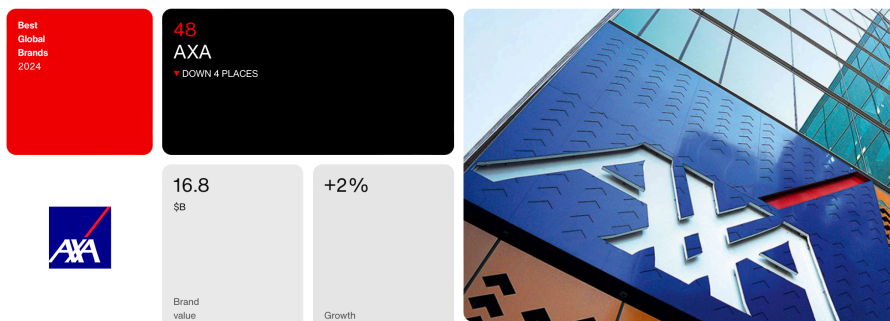
As with the previous in-class exercise, also consider:

- The upcoming political change and how international trade, currency fluctuations, and international conflicts may affect your company
- Direct competitors and their products

Team A - AXA

AXA is an insurer that sells life insurance and estate planning products to high-net-worth individuals and business entrepreneurs. They are wedged in a unique market space between American multi-line insurers (e.g. State Farm) and investment firms like Morgan Stanley. They also sell investments and reinsurance.

Interbrand



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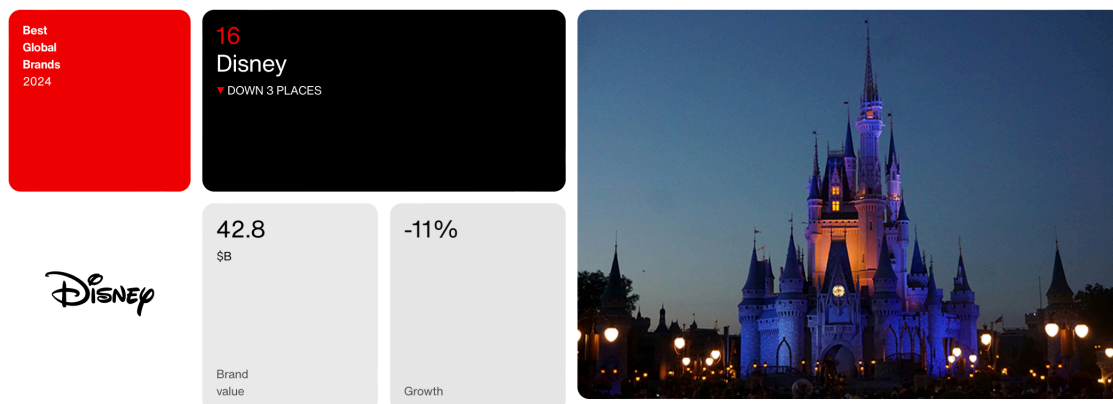
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Team N - Disney

Known originally for its cartoons and amusement parks, Disney is a diversified media and entertainment company, now firmly in the streaming and heavily competing with Netflix, Paramount and others on original TV/movie content.

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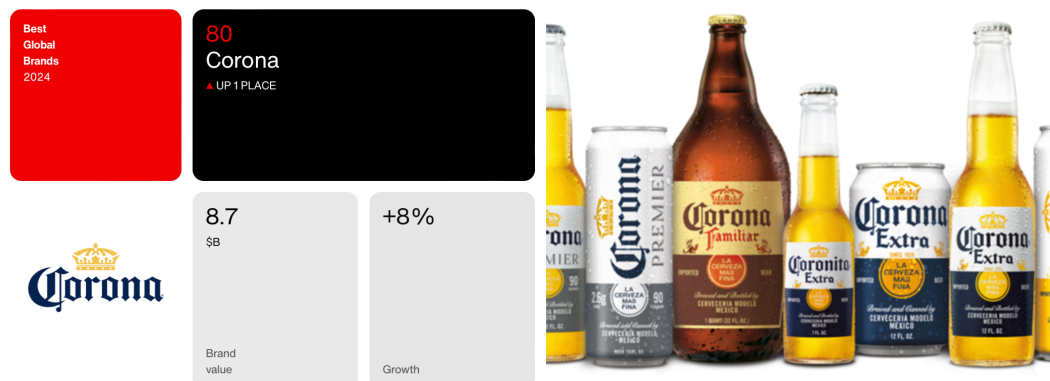
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Team C - Corona

CORONA is one of the world's premier beer brands. Corona Extra is exclusively brewed, imported and marketed by Constellation Brands, it's also the #1 beer in Mexico. It's markets to sports fans (soccer and MMA especially) but is noted for its natural fit with summer events, BBQ, and Mexican food.

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Team D - AMEX

American Express is a global services company, providing customers with access to credit and related services. While credit cards are available for consumers, a major target market for AMEX is small businesses and business travelers who utilize perks and points.

Interbrand

