**Breathing life into the strategy HOMEWORK**

This homework will hopefully help you with your CLARK’S SHOES assignment.

I’d like you to do a creative review of different brands (or a brand) that have (has) done things ‘differently’ to create increased awareness. By differently I mean something that reframes the category; or that sets out to shift perception like your Clark’s brief.

Within this I’d like you explore what the idea(s) is (are) and how successful you feel they are from the point of view of being impactful, resonating with the audience, and creating empathy. Outline what you would do differently, if anything.

Keep it simple and concise. Quality always wins over quantity (say, around 750 or so words)