The homework is to find a brand (or brands) that have repositioned themselves in some way to differentiate themselves from their competition. Like dove for example who reframed their positioning to be all about real beauty (ie everyone old, different body shapes etc has a beauty; or Patagonia who commit to looking after the resources of the world; or Persia who rather than chase the ‘whiter that white’ Mantra chose to celebrate dirt.

Do a review of the campaign (s) and say what you like and what you would do during- if anything

It’s not a difficult homework- just a page of A4 would be great- hopefully the exercise will prepare you for your final project