

Name: _____

Summer Marketing Trend Project - Due August 13, 2026

Project Overview

This summer, you will begin thinking like a marketer by studying a real-world marketing trend that you notice throughout the summer. Your job is to identify examples of the trend in action, analyze why brands are using it, and explain whether you think the strategy is effective. You will become a “marketing observer” paying attention to the advertising, branding, social media, and promotions happening around you every day.

Step 1: Choose a Marketing Trend

First Define the trend.

Then choose ONE marketing trend to study throughout the summer.

Possible Trends

- Influencer marketing

- Celebrity partnerships

- Sustainability/eco-friendly branding

- Emotional storytelling

- AI in Marketing

- Influencer & Creator Marketing

- Short-Form Video Marketing

- Nostalgia Marketing

- Authenticity & “Realness” Marketing

- Community-Based Marketing

- Sustainability & Purpose Marketing

Step 2: Find 5 Real Examples

Over the summer, collect 5 examples of your chosen trend.

Your examples may come from:

- | | | |
|------------------|-------------------|-------------------|
| • Social media | • Sporting events | • Email marketing |
| • TV commercials | • Billboards | • Packaging |
| • YouTube | • Websites | • Sponsorships |
| • TikTok | • Podcasts | |
| • Retail stores | • Influencers | |

For each example, include:

- Brand/company name

- Where you saw it
- A screenshot or photo if possible
- A short description of the marketing strategy

Step 3: Analyze the Trend

After collecting your 5 examples, write an analysis explaining:

Questions to Consider

- Why is this trend popular right now?
- Who is the target audience?
- Why do companies use this strategy?
- Which example was most effective and why?
- Which example was least effective and why?
- How does this trend influence consumers?
- Do you think this trend will continue growing?
- What are the strengths and weaknesses of this strategy?

Final Deliverable Options

Choose ONE format:

- Option A - Google Slide or Canva Slide Presentation
- Option B - Poster

Your final project should include:

1. Introduction to the Trend - Explain the trend and why you chose it.
2. Five Examples - Include visuals and explanations.
3. Trend Analysis - Discuss patterns, effectiveness, and audience impact.
4. Future Prediction - Explain whether you think this trend will grow, change, or disappear in the future.
5. Personal Reflection - What did you learn about marketing from this project?

Rubric

Category	Points
Quality of Examples	25
Depth of Analysis	30
Creativity/Presentation	20
Organization & Professionalism	15
Reflection & Future Prediction	10
Total: 100 points	