



Foundation

Activity Challenge

WEEK 6



FRED THE RED KIT CHALLENGE

Design a kit for everyone's favourite Red Devil!

Design a new kit for Fred the Red

“ I’m Fred the Red, the Manchester United mascot, and your challenge is to design a new home and away kit for me. You will need to create a poster to advertise the kit and tell me how you will launch it so everyone gets to know about it. I look forward to seeing your ideas!



PRINT ME OUT
IF YOU CAN, OR
MARK ME UP ON
YOUR SMART
PHONE OR TABLET

1. Research

Before you start thinking about ideas for your new kit for Fred the Red, it’s important to do some research about different football kits, brands and logos.

Have a look at different Manchester United home and away shirts over the years, and other designs you like that could be used on your kit.

Think about what will make your home and away kits stand out and answer the questions below:

- What will they be made out of?
- Will they be environmentally friendly?
- Who will they be aimed at?
- Why will your kits be the best?

2. Your brand

Now you have done your research and looked at other brands, you should create a brand name, logo and slogan for your Fred the Red kits.

USE THE BOXES
PROVIDED OR A
BLANK PIECE OF
PAPER IF YOU RUN
OUT OF ROOM

Name

Come up with a name you like for your brand to go on the front of your shirts. Will your home and away shirt have the same name on them? Will it be linked to Manchester United or another football club or sport? Or it could be linked to something else you like, ie music, films, friends and family.

See how creative and original you can be!

Slogan

Come up with a catchy phrase that links to your brand and helps to promote Fred's new kit.

Use the box below to come up with some slogans and choose your favourite.

Logo

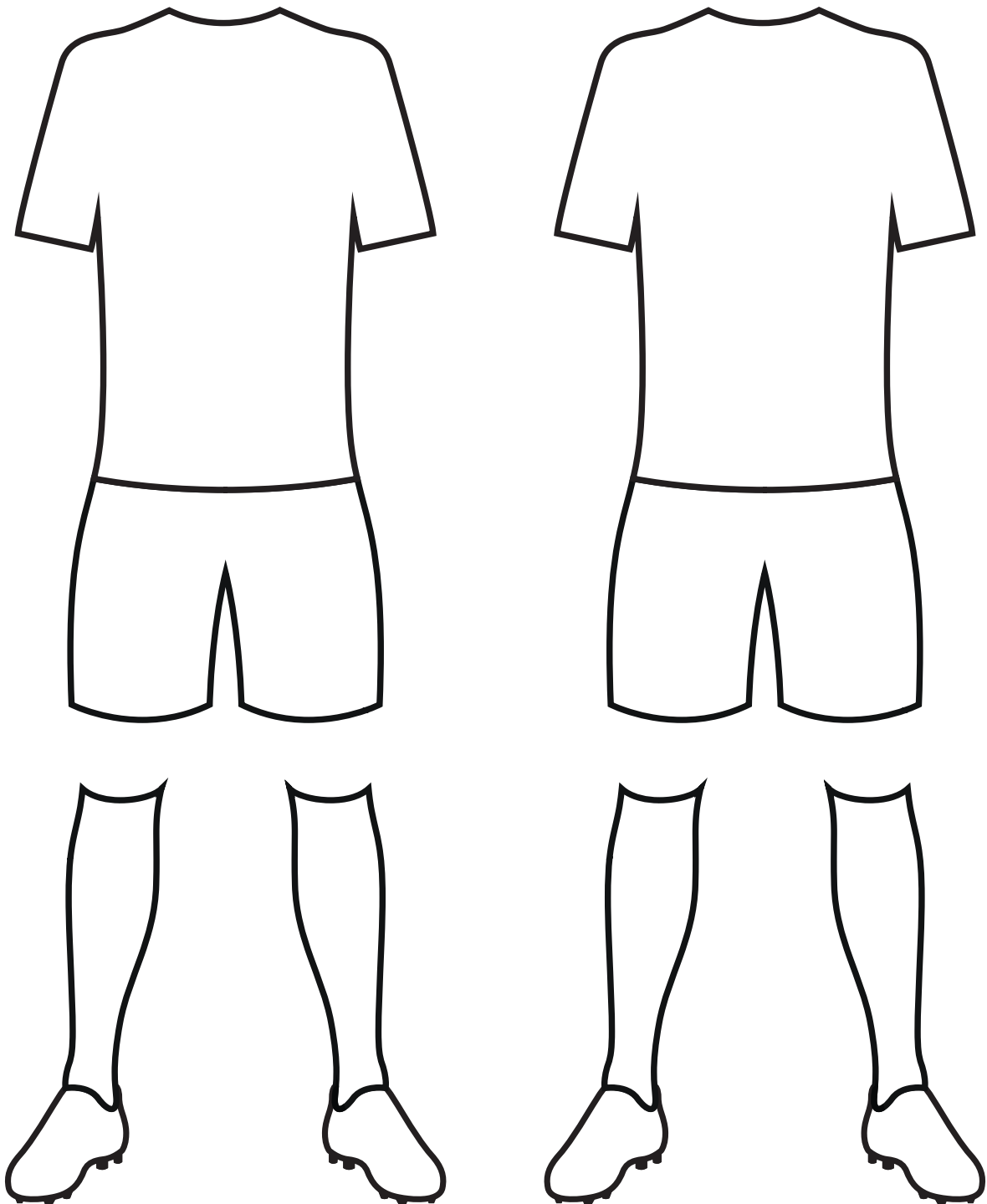
Draw some ideas for your brand logo in the box below before deciding what you will use. How will you link your logo to your brand name? How does it make your brand stand out? How would you recognise the logo if you saw it somewhere else?

3. Design your kits

What needs to go on your shirt, shorts and socks?
What colours will they be? Remember to design both a home and away kit for Fred.

Make sure to include:

1. Your brand name and/or logo
2. The Manchester United crest

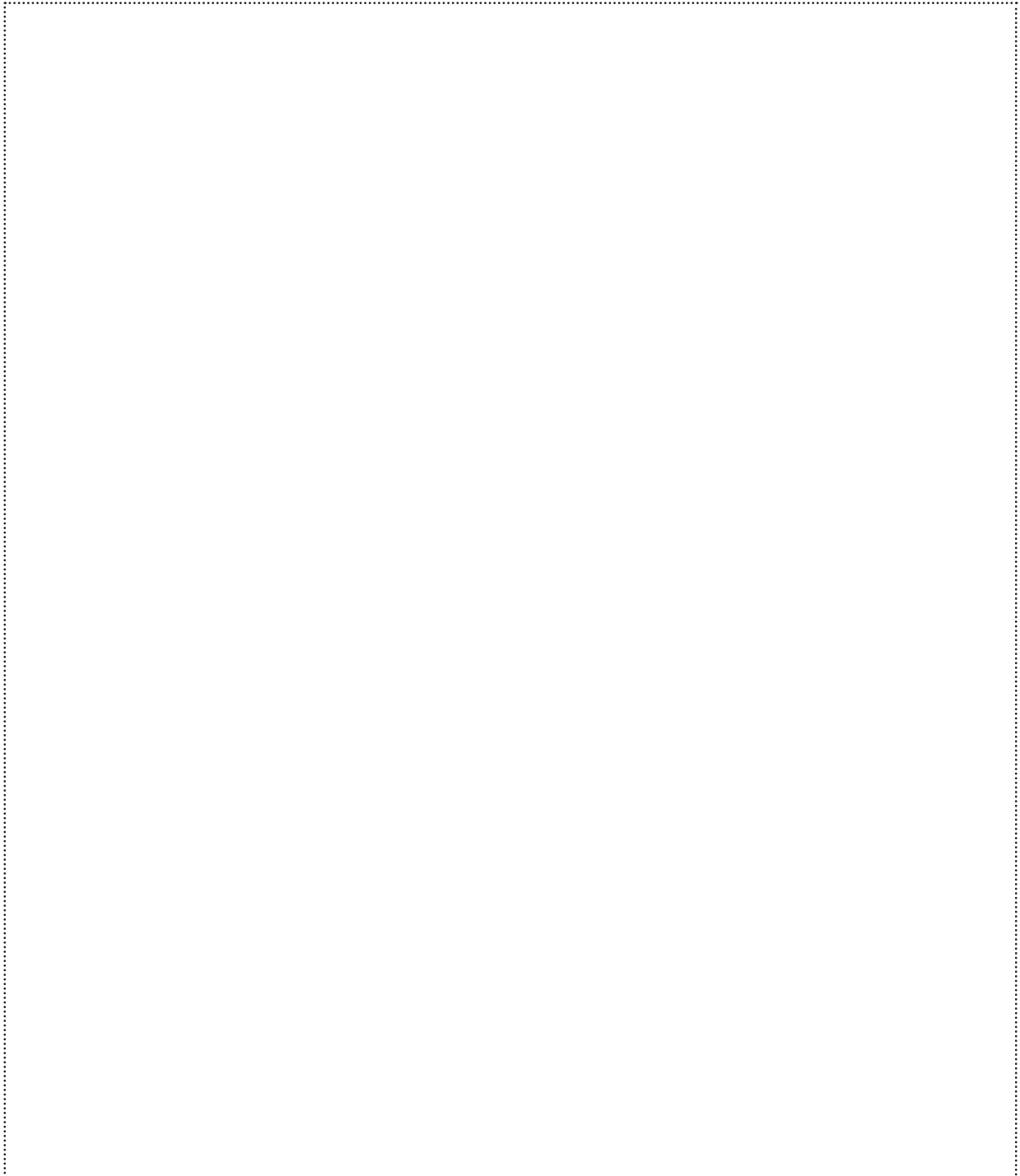


4. Advertise your kits

Now you have designed your kits you should design a poster to advertise it.

It's important to think about:

- What the product is
- Who it is aimed at
- Where people can buy it
- How much it will cost
- Your brand name and logo
- Your brand slogan
- Make sure to make it unique and colourful!

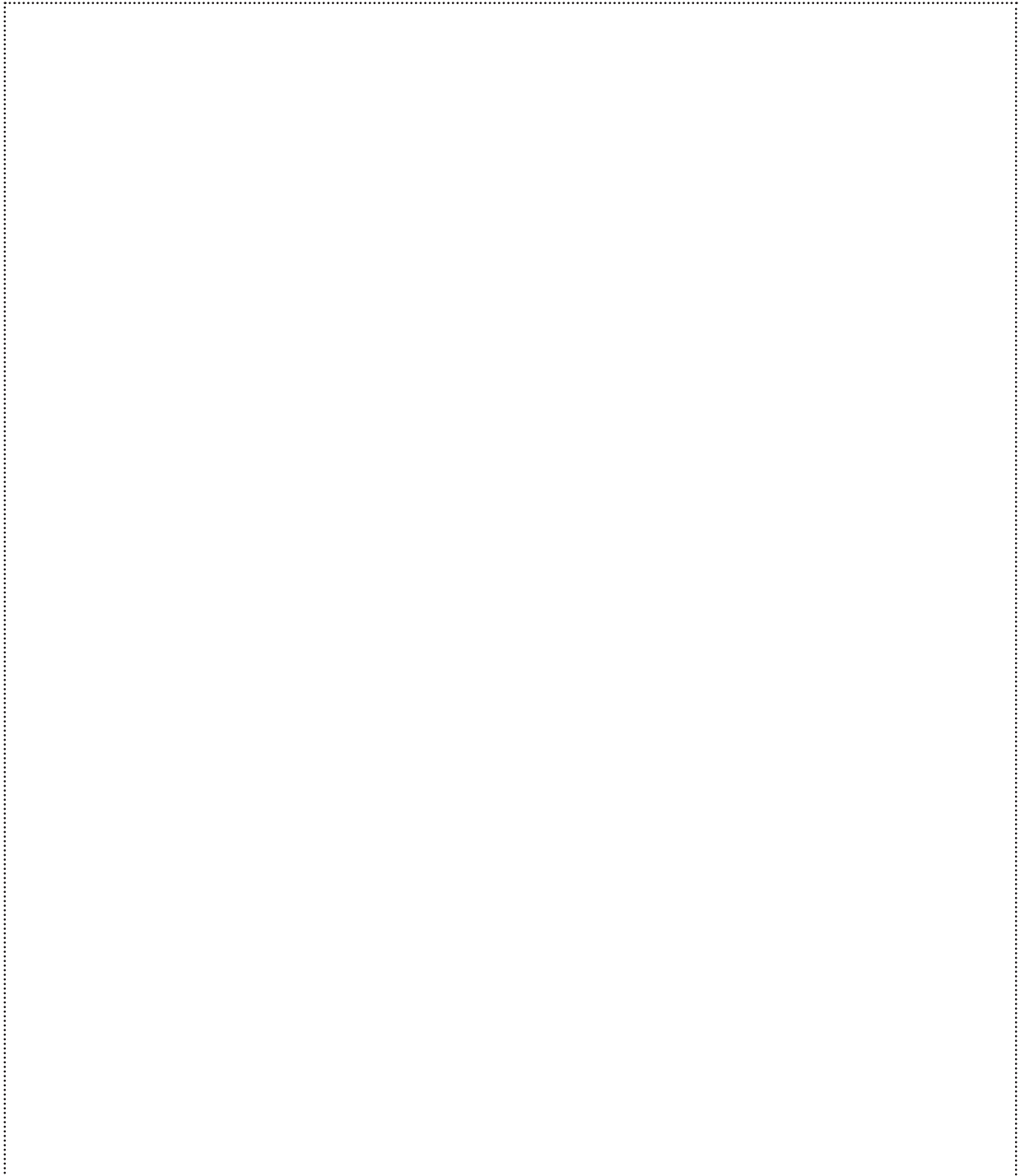


5. Launch your kits

Now you have everything in place it's time to launch Fred the Red's new kit!

Write down and draw some ideas below by thinking about the following questions:

- How will you launch the kits?
- Will there be a launch event?
- When and where will it be launched?
- What will you do to make your launch special?



Congratulations!

Fred loves his new kit!

**THANK
YOU!**

