

# Marketing: Rebranding Spinach for a New Generation

Grades 9-12



## Overview:

This lesson will challenge students to redesign an outdated campaign for a new generation of spinach fans using print and digital media.

(Time Needed: 2-3 class periods with option to do additional work outside of class.)

## Standards:

MKT-PDM-6 Summarize and apply the concepts and strategies needed to communicate information about products, services, images, and ideas to achieve a desired outcome using print and digital media.

- 6.1 Identify effective advertising headlines.
- 6.2 Describe the nature of effective ad copy for different forms of media (print, digital).
- 6.3 Obtain a basic understanding of color relationships on a color wheel (primary, secondary, tertiary).
- 6.4 Recognize and explain the difference between tint, hue, shade and tone.
- 6.5 Describe digital color concepts [Red-Green-Blue (RGB), Cyan-Magenta-YellowBlack (CMYK), etc.].
- 6.6 Explain the impact of color harmonies (complementary, analogous, and triadic color schemes) on composition.

## Objectives:

- Students will understand the nutritional benefits of spinach.
- Students will evaluate the best places to find local spinach.
- Students will test different recipes that would get the community excited about spinach.
- Students will create a trifold board, sample food, and recipe cards to be used at the local farmer's market or school cafeteria.

## Materials:

- <https://www.popeyespinach.com/>
- [Video Compilation of Popeye eating spinach](#)
- [This article about the history of Popeye and spinach](#)
- Canva.com



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SPINACH  
to WIN it!



## Outline:

- Engage: Students will be introduced to Popeye the Sailor Man using the video compilation link.
- Explore: Students will explore the history of Popeye and his connection to spinach and Allens' Popeye Canned Spinach. They will think of the demographics represented in this campaign and brainstorm how they have changed since WW2 in America.
- Explain: Teacher will explain the key color theory, rebranding, and relaunching to be more representative of today's demographics. Teacher will lead a discussion using these questions as starters: What perspectives might be missing? How could this be more representative of the whole population?
- Extend: Students will create a print and digital ad campaign that introduces spinach to a new generation of consumers.

## Lesson Plan:

- Engage: Students will watch the Popeye the Sailor compilation video and identify marketing techniques that would persuade children.
- Explore: Let the students explore the history of Popeye and the connection with Allens' Popeye Spinach. They will think of the demographics represented in this campaign and brainstorm how they have changed since WW2 in America.
- Explain: Teacher will explain the key concepts of print and digital ad and color theory. Teacher will lead a discussion using these questions as starters: What perspectives might be missing? How could this be more representative of the whole population? How can these things be incorporated into a digital or print spinach advertising campaign?
- Extend: Students will work to create a new ad campaign for spinach to reach a new generation of kids.
- Evaluate: Students will evaluate the success of their project based on polls voted for on social media about the best spinach ad.