

INGENIOUS INTERPLAY, INC.

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IDENTITY CRISIS!



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DESCRIPTION

Identity Crisis is a fun way for your guests or employees to work together and think fast on their feet. Teams will be asked to groom and/or market the next: 1) Super Star, 2) President of the United States, 3) New Age Product, 4) Sports Team, or 5) the Discovery of a New Planet.

BASIC FACTS

Purpose: Teambuilding
Style: Video driven teambuilding event.
Clients: Groups of any size.
Cast: Facilitators as needed according to group size.
Length: 1.5/2 hours.

PERFORMANCE DESCRIPTION

Your group will be divided into teams and then each team will be given a specific amount of time to create a marketing campaign for a specific theme. These themes can range anywhere from marketing a famous celebrity or new sports team to discovering a new planet. Each team will be given a "supply bag" full of useful tools and a marketing packet with a list of items to design including slogans, interviews, clothing, and other crazy challenges that will help in marketing their theme.

GUIDELINE

The event is video driven and requires an overhead VCR Projector and big screen.