



# STEAM BO.SS

boosting soft skills

**Fresh Taste, Fresh Take**  
Italian Pilot Project\_1



Sapere utile



UNIMORE  
UNIVERSITÀ DEGLI STUDI DI  
MODENA E REGGIO EMILIA



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## 1. Title

“Fresh Taste, Fresh Take

*Rebranding Bontù for a new generation of consumers.”*

## 2. Topic

The communication agency Copiaincolla (<https://www.copiaincolla.com/>) is asking for your collaboration to develop proposals for one of their clients, Bontù. These are their requests:

- Follow the launch of a B2C brand (Bontù; products to present tomato paste, tomato preserves and vegan ragù).
- Find an alternative positioning to the usual themes of territory, Italy, tradition, table, family. Alternative target for these new products: out-of-town university students.

## 3. Age range

The group's students range in age from 19 to 35 years old.

## 4. Number of participants:

17 students of our post diploma course (communication and design)

## 5. Description of the project:

This activity requires students to create a promotional campaign for the launch of a new brand, Bontù.

The students will be divided into small groups, each of which will have to propose:

- a new name for the product
- a logo in horizontal format
- packaging for the product
- a 10” teaser video in vertical format (Instagram and TikTok)
- a proposal for a communication format that can “contain” the ideas and conversations generated around the products (let your imagination run wild).

### ORGANISATION OF ACTIVITIES:

Nº of hours	Date	Activity
3	May 27 <sup>th</sup>	project start
3	June 9 <sup>th</sup>	checkpoint meeting with teacher/trainer
3	July 2 <sup>nd</sup>	checkpoint meeting with teacher/trainer
3,5	July 14 <sup>th</sup>	final presentation

### **Day 1 - May 27th (3 hours): Project start**

Project presentation to the students with company.

Division into groups.

Each group must complete the tasks listed below by the end of the lesson:

- Structure the work group by distributing tasks to the various team members and assigning organizational roles. Identify, at least, the group manager, who will relate directly to the PM and the client.
- Come up with the name of your agency.
- Write a list of information that you would like to receive from the client company via email or call.
- Structure your work until the next meeting with a Gantt

### **Work for the next meeting**

Prepare a slide presentation that covers the following points:

- Create an identity for your agency: name, logo, graphic format for slides.
- Information about the client, how they are positioned on the market compared to competitors and reference players, how and where they communicate, the sector, etc.
- Analysis of competitors with similar products and their communication
- Analysis of the company's products/services
- Communication strategy to promote the products. The proposed strategy must be both graphic/communicative and contain a part of a digital marketing campaign. Each campaign must have its own claim and name, a strategic narrative, a time frame, one or more objectives (number of people reached, number of people who will potentially expect to visit the store, etc.), KPIs, a reference budget.

### **Day 2 - June 9th (3 hours): checkpoint meeting with the teacher/trainer**

Checkpoint with the reference teacher: presentation of what has been prepared so far by the various groups and feedback.

- Presentation of tasks to be prepared for the next checkpoint:
- Propose two variants for the following points:
  - new product name
  - logo in horizontal format
  - packaging for the product
  - 10'' teaser video in vertical format (Instagram and TikTok)

- proposal of a format that can “contain” the ideas and conversations generated around the products (let your imagination run wild).
- Start thinking about the final presentation document. Set up the graphic aspect, the order of the information to be shared and the general narrative that you want to make
- To determine the communication and digital marketing strategies you will be free to propose the most useful solutions in your opinion. Evaluate whether and which tools to use, for example:
  - Landing page
  - Social actions
  - Online and offline marketing
  - Guerrilla Marketing
  - Testimonials
  - Influencers
  - Events...

#### **Day 3 - July 2nd (3 hours): checkpoint meeting with the teacher/trainer**

Checkpoint with the reference teacher: presentation of what has been prepared so far by the various groups and feedback.

Start of work on the final presentation to the company of what has been realized.

#### **Day 4 - July 14th: (3 hours and a half): Final presentation**

Group presentations to the company and other participants/public.

PBL is the technique used for this project. Students will have the opportunity to engage with the subject teachers who supported them during the classroom courses and will receive continuous feedback from the Project Manager and tutors, both through structured moments (2 checkpoint meetings) and more informal ones (based on the students' needs).

## 6. Didactic hours

*(estimated duration of the training)*

From 27th of May to 14th July – more or less 33 hours (12 hours and a half in presence + 20 hours and a half for teamwork)

## 7. STEAM approach

### **S – Science**

- Students analyze data and target behaviors (out-of-town university students), conduct market and competitor research.

- The scientific method is applied: observation → analysis → strategic hypothesis → testing (prototyping of logos, naming, teaser) → validation (presentation and feedback).

#### T – Technology

- Production of digital content (teaser videos, social media formats, landing page).
- Use of digital tools for marketing (KPI analysis, online campaigns, presentation software).
- Exploration of innovative channels such as TikTok and Instagram for promotion.

#### E – Engineering

- Project planning using tools like the Gantt chart.
- Structuring of working groups with defined organizational roles.
- Optimization of human and creative resources to meet deadlines and objectives.

#### A – Arts

- Graphic design of logos and packaging.
- Creative storytelling: brand narrative, unconventional naming, original communication formats.
- Production of aesthetic and emotional content (images, videos, presentations).

#### M – Mathematics

- Definition of budgets and measurable objectives for campaigns (e.g., number of views, conversion rate).
- KPI analysis and forecasting of results.
- Calculation of available resources in relation to timing and selected communication channels.

## 8. Soft skills developed through the project:

The project is intentionally structured to actively foster the following soft skills, which are also explicitly requested by Copiaincolla:

**Time Management:** Through the division of the project into phases with specific deadlines (project start, checkpoints, final presentation), students learn to:

- Plan and structure medium-term work using professional tools such as a Gantt chart.
- Meet deadlines and objectives, simulating real-world project management dynamics.
- Distribute tasks within the team to optimize time and resources.

**Group Management:** From the very first day, students are required to form teams, assign roles (e.g., group manager), and organize internal and external communication flows (with the project manager and the client). This encourages:

- Distributed leadership
- Collaboration and active listening
- Shared problem solving

**Creativity:** The project requires creative and unconventional solutions for product branding and positioning:

- Naming, logo, and packaging that go beyond traditional approaches
- Creation of teaser videos and digital storytelling formats
- Proposals for experiential communication (guerrilla marketing, events, social challenges, etc.)

**Curiosity:**

Students are required to carry out active research on:

- Business and competitive context
- Successful communication strategies
- Behavior of the target audience (out-of-town university students)

This stimulates:

- The ability to ask meaningful questions
- Autonomy in learning
- An exploratory attitude toward new tools and communication channels

## 9. Assessment:

- **Pre-post self-assessment questionnaire for students (pre-assessment date: May 27; post-assessment date: July 14):**
  - **pre-questionnaire** : [https://docs.google.com/forms/d/1RKVWMQ3z7X\\_I0pJ-cfQP\\_\\_Fj1Ks-Z7XwXCz72QX3EIM/edit](https://docs.google.com/forms/d/1RKVWMQ3z7X_I0pJ-cfQP__Fj1Ks-Z7XwXCz72QX3EIM/edit)
  - **post-questionnaire** : <https://docs.google.com/forms/d/1zWewDkV0BntPmi2mh9yVO16en9xxEFO095JbowuW7ml/edit>
- **Observation Form – Soft Skills Development for Project Manager/Tutor**  
*(to be completed at the checkpoints and on the final day of the project):*  
[https://docs.google.com/forms/d/1vn\\_MuHBXGtNTx0yEaJ81iP-IdburA6tB2RZ8Xy-K5ek/edit](https://docs.google.com/forms/d/1vn_MuHBXGtNTx0yEaJ81iP-IdburA6tB2RZ8Xy-K5ek/edit)

## 10. List of materials

- Computers with internet access
- Design software (e.g., Canva, Adobe) or physical materials to create to packaging (if they want to physically create the prototype)
- Spreadsheet software (e.g., Excel or Google Sheets) for financial calculations
- Markers, pens, paper
- Research materials (internet access for market research, business books, etc.)

- Projector or presentation software (e.g., PowerPoint)

## 11.Venue

A big classroom with computers, Internet connection, projector and round tables so students can work in groups will be needed.



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