Create a fictional company and present a marketing campaign to brand that company. Make sure that you give me some background as to what the company sells and who you are trying to reach, your campaign should target that audience. Think of yourself as a marketing executive and you are trying to convince the customer (owner of the company) why your marketing plan will be effective. I do not expect you to create an all-inclusive campaign, you just need to be able to clearly express your ideas to your client. These ideas should include how you intend to reach their target audience and should be supported by research to show your client that you have looked into their company as well as the market that they intend to sell. Please attach your paper as a Word document to this assignment.