

Name: _____

Introduction to Greek Gods and Goddesses

A brand strategist builds and maintains a brand for a company. A brand is an identifying symbol, logo, or name that companies use to set their products apart from others. A successful brand is one in which people might associate certain ideas or feelings. Some companies might want a brand that conveys excitement and fun. For example, a successful soda brand may want customers to associate their brand with fun occasions or get-togethers with friends. Another company might want a brand that seems serious and hard-working. Companies hire brand specialists to take an idea or concept and create a brand that makes the products stand out to potential buyers. For instance, a company like McDonalds™ might hire a brand specialist to create commercials that tell people about new, healthier food options.

Brand strategists draw their ideas from many sources, including famous people, historical events, and even literature. For example, one of the most inspiring eras from the past is Ancient Greece. This early period in Greek history is known for its powerful kings and kingdoms, wars, and early forms of democracy. The Greeks are also known for their literature, which included poems, plays, and myths. A myth is a type of story that describes the creation of the world and the lives of the gods and goddesses. Mythology is a collection of these stories. Myths helped people make sense of the world they lived in. For example, some myths explained why crops might fail or why the seasons change.

There are many examples of Greek mythology inspiring companies. For example, the Nike™ company is named after the Greek goddess Nike, who represented victory.



Today, you will be a brand strategist and create a product inspired by the most important Greek gods and goddesses, known as the Olympians. Follow the steps below.

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Introduction to Greek Gods and Goddesses

Step 1: Learn about Greek Olympians

The Greek Olympians

The ancient Greeks primarily worshiped a group of 12 gods and goddesses. They were called the Olympians. According to Greek myths, the Gods lived on Mount Olympus, the highest mountain in Greece. The Olympians were ruled by Zeus and Hera, the king and queen of the gods. Each of the Olympians were gifted with special powers. For instance, the god Hermes was known for his quick speed. They also acted human in many ways. For example, they got angry, played tricks on each other, and had family squabbles. Below is a list of some of the more famous Olympians found in Greek Mythology.

Zeus

Zeus was the king and ruler of all the gods and goddesses. He was the god of weather, protector of the skies, of lightning, and of thunder as well as the god of justice. In Greek mythology, he is often pictured with a thunderbolt, which he used as a weapon when he wanted to punish people. Greek farmers prayed to Zeus to make sure the crops grew and that there would be a good harvest and plenty of food. Most Greek families had an altar dedicated to Zeus, as he was also seen as the protector and father of the Greek people.



Zeus

Poseidon

Poseidon was the brother of Zeus. He was the god of the sea and certain natural disasters, like hurricanes and earthquakes. He was also the protector of horses. Poseidon is usually pictured holding a trident, a three-pronged spear. The Greeks prayed to Poseidon when traveling on ships. In particular, sailors who fought military battles on the seas prayed to Poseidon.



Poseidon

Aphrodite

Aphrodite was a daughter of Zeus. She was the goddess of love and beauty. According to myths, she was born out of sea foam and passion. The Greeks prayed to Aphrodite when they were seeking love or a marriage partner. Women prayed to her to have healthy children.



Aphrodite

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Apollo

Apollo was a son of Zeus and the twin of Artemis. He was the god of the Sun, light, medicine and healing, and artistic expression, such as poetry and music. He was the protector of shepherds and herdsman who took care of sheep, goats, and cattle. Because he was believed to be the inventor of string music, Apollo is often pictured with a lyre, which was a hand-held stringed-musical instrument similar to a harp. He is also shown riding in a chariot pulled by swans. The Greeks worshiped Apollo for many reasons. During battles, it was believed that Apollo healed the wounded. He also had the ability to see into the future.



Apollo

Artemis

Artemis was the daughter of Zeus and was the twin sister of Apollo. She was the goddess of the Moon and hunting. She was also the protector of wild animals, the forest and hills, and of women, especially young women. Artemis is often shown carrying a bow and arrow. Artemis was athletic and adventurous. She was also the goddess of childbirth. When a woman had a successful birth, she might visit one of the temples of Artemis and make an offering of a piece of clothing to honor the goddess.



Artemis

Athena

Athena is one of Zeus' daughters. She was the goddess of wisdom, courage, inspiration, reason, and warfare. She was born out of her father's head, fully grown and wearing a suit of battle armor. Athena is usually pictured in her battle armor with a sword and shield. She was one of the more important goddesses to the Greeks. Most Greeks prayed to Athena before a battle to bring them victory. Athena was also said to have given humans the gifts of household crafts, such as sewing and cooking.



Athena

Hermes

Hermes is the son of Zeus and serves as a messenger. He was the protector of travelers, messengers, merchants, and thieves. He is sometimes shown wearing a hat, cloak, and sandals. Some representations show him with small wings at the back of his ankles. Hermes also acted as a guide for the dead who were journeying to Hades, or the underworld.



Hermes

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Introduction to Greek Gods and Goddesses

Answer the questions based on the passage:

1. What is mythology and why is it important in understanding Ancient Greece?

2. The Greeks prayed to both Apollo and Athena before battle. How did these gods help the Greeks in different ways?

3. Who did the Greeks turn to when traveling? Cite two pieces of evidence from the passage to support your claim.

4. In what ways did Zeus behave like a human?

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Step 2: Design a New Product

Next, design a new product and brand inspired by the Greek Olympians. You will choose a product and design a logo and slogan that convinces people to buy your product. Fill out the information below.

Choose one product to design.



Shoes



Lotion or body wash



Bag of chips



Suitcase



Other
(Come up with your own product)

Choose Olympians as inspiration.

Look back at the passage and decide which Olympian will inspire your product and brand. Pick one or more Olympians from the the passage.

Olympian 1: _____ Olympian 2: _____

Choose colors for your product.

Choose 2-4 colors that will be on the outside of the product. The colors you choose should be related to the Olympian that is inspiring you.

For example, you might use pink for Aphrodite because the color pink is associated with love.

Color 1: _____ Color 2: _____

Color 3: _____ Color 4: _____

Name: _____

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Choose images to put on your product.

Choose 2-4 images that can go on the package of your product. The images you choose should be related to the Olympian that is inspiring you. For example, you might put a lightening bolt on a pair of shoes if you are inspired by Zeus.

Name of your brand.

Your name should be inspired by the Greek Olympians.

Brand Name: _____

Tagline or Slogan.

A phrase that people will associate with your brand.

Tagline/Slogan: _____

After you have filled out your brainstorm page, design your product. Your product should use words, images, and colors to bring it to life.

Name: _____

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Design your product:

The name and tagline of the product should be on the product.

Under your product, explain how you were inspired by the Olympians.
