

**Welcome to the RTA *Dragon’s Den:***

**Consumerism Marketing Assignment**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_

Your assignment is to market a product to the class. In groups of 2-4, you will choose a product (it may be an existing product that you are completely remarketing or **preferably** a new product) and then create a marketing campaign for that product. You will make a marketing presentation (a pitch) to the class where you will present your product and attempt to “sell” your campaign to the class.

Your presentation to the class will consist of a marketing plan that will address the following:

* who are you intending to sell your product to (target audience)? You should consider the factors that might influence the decisions of the consumer (price, quality, value, identity, health and safety, jobs, and environment).
* how much are you intending to charge for your product
* where will you sell your product (in stores, on-line, T.V. orders, mail orders, phone orders, door to door sales, etc.)
* how are you going to advertise your product (T.V. commercials, radio commercials, newspaper or magazine ads, billboards, flyers, etc.)
* what types of advertising techniques are you going to use. You may want to employ some of the advertising techniques discussed on page 255 (bandwagon effect, emotional appeal, glittering generalities, plain folks appeal, testimonials, celebrity endorsements, scientific appeal or humour)
* you will develop a logo for the product and will present your logo to the class (poster or power point)
* you will develop an advertisement for the product and will share it with the class (this may be a rhyme, poem, song, jingle, rap, etc.). There should be a clear and catchy slogan for the product. It may be a print ad (newspaper or magazine etc.) or it may be radio or television. If it is audio/visual, it may be presented live or may be taped ahead of time and shared with the class.

You may take a different approach with your presentation and produce a finished commercial or infomercial for the product. In doing so, you will consider all of the above points and incorporate them into your finished presentation. You may record your finished commercial/infomercial for presentation to the class or you may perform it live to the class.

**Due Date**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Marking Rubric for the Marketing Campaign**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 4 | 3 | | 2 | 1 |
| **Price and Market** | |  |  |  |
| The presentation clearly identified the price point and the intended market for the product or service, and they made sense | There was some missing information about price or intended market, or the information was not completely clear | | Either the price or the intended market were not mentioned, and/or they did not make sense | There was no mention of who the product is intended for, nor the expected price for the product |
| **Marketing Campaign** |  | |  |  |
| The presentation very clearly explained where and how you plan to market your product or service. Many ideas were presented | The presentation was a little unclear regarding where and how you plan to market your product or service | | Very little thought was put into where and how you plan to market this product or service | Marketing was not discussed at all in the presentation |
| There were many advertising techniques discussed in the presentation, which were creative and were clearly explained | There were either few advertising techniques presented, or they were not very well explained | | Few advertising techniques discussed and they were poorly explained | Advertising was not discussed at all in the presentation |
| **The Logo or Trade Mark** |  | |  |  |
| The logo or trade mark is neat, colourful, creative and makes sense | The logo is needing more colour or creativity, or it needs to make more sense | | Little colour or creativity was used to make the logo or trademark; or else it makes very little sense | The logo was not completed |
| **Presentation** |  | |  |  |
| The presentation was well timed, used strong voices, showed enthusiasm, had eye contact, was clearly explained | The presentation was good, but maybe needed a bit more work on timing, voice, enthusiasm, or eye contact | | Several components of strong presentation skills were not done well: | The presentation was not done |
| **The Advertisement** |  | |  |  |
| The advertisement showed a great deal of creativity, effort and thoughtfulness. A strong slogan was present. It would be a very effective advertisement in the real world | The advertisement showed some thoughtfulness and creativity, but needed more effort to be considered great. A slogan was present | | The slogan was weak or made little sense. There were some flaws in the advertisement: | The advertisement was not completed |

All rubric areas assess stems 2, 3, 6, 7, 10.

The mark for your marketing campaign: \_\_\_\_\_\_\_\_\_\_\_\_