

“SELL IT!”

Project Due Date _____ Team Members _____

- 1) Imagine that you are the marketing director of the “Let’s Make Money” advertising agency. A big company, “Show Me the Money, Inc.” has developed a new product and is giving your agency a chance to design an ad campaign that will make their product the hottest selling item of its kind on the market. You and your team must convince “Show Me the Money, Inc.” that your agency should get the contract to develop this marketing plan.
- 2) As a team of students, you will have to determine the following:
 - a) What is the product that “Show Me the Money, Inc.” wants you to design this campaign for? What should they name it? (It can be anything from detergent to cat food.)
 - b) What will the product look like? How will it be packaged? You have to decide what you’ll recommend in your presentation. A sample or picture of the newly-designed package or the product should be made as one of your visuals.
 - c) Who will be the targeted buyers for this product? What wants, needs, or aspects of human nature will your ad campaign have to appeal to in order to attract them? How will you do this in your ads?
 - d) Where should this product be sold? How should it be displayed? What will your client, “Show Me the Money, Inc.” have to do to get buyers to buy?
 - e) Where should the ads be placed? What will the ads look or sound like? Create demonstration ads that you think will sell this product. (Observe the ads currently being used and determine what works and why.)
 - f) Why should “Show Me the Money, Inc.” use your ideas and hire your agency? Remember that you must convince them to hire your agency for this work, not to buy their own product. Why should they trust their financial and product resources to you?
- 3) Plan your written, oral, and visual presentation. Divide the responsibilities for the project among the team members and set dates to get it done. (Each team member needs to take part in the final presentation.) Create visuals (static or multimedia) to use with your oral presentation of the advertisements you recommend they use to market their product. Type a one-page summary of your campaign that effectively answers all the items in #2 above.
- 4) On the due date, your team will have to do the following:
 - a) Pretend that our class is the Board of Directors of SMM, Inc. You are trying to convince us that we should hire your agency to help us sell this product. Impress us.
 - b) You will have **4-6 minutes** to make your campaign sales pitch to us. Show us your visuals and be persuasive. Recorded demonstrations may be played during this time.
 - c) Turn in your typed summary and all visuals you have created.
 - d) Presentations will be followed by a peer review. Be attentive to others’ presentations.
- 5) This project will be equal to a test. No extended deadlines will be given. You will be graded on the following criteria:
 - a) Following directions
 - b) Creativity and enthusiasm
 - c) Quality of the oral, visual, and written presentations
 - d) Effectiveness of your campaign in selling the product
 - e) Demonstrating that you understand advertising, persuasion, and basic economic ideas