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**The Apprentice Marketing Task**

Your task is to pitch a marketing plan and campaign for a new mens’ fragrance, targeted at a segment within the Egyptian market. You will need to consider everything you have learned regarding market research, segmentation and targeting, the marketing mix and international marketing.

Your pitch should last roughly 10 minutes and should be presented using Powerpoint or Keynote. All people must present. Pitches will take place on Sunday 10th November. You have 3 lessons, plus homework time to prepare – you need to divide the work!

**The Presentation (roughly 10-12 slides)**

1. Market Overview
   1. Competitors
   2. Prices
   3. Consumer profile (who is your customer?)
2. Product
   1. Branding/logo/slogan
   2. Type of scent (fresh/fruit/spice/citrus…etc!)
   3. Bottle (EDT or not?) and packaging design (with sketches?)
   4. Possible extension strategies for the maturity stage of the product life cycle
3. Price
   1. Competition and market-based strategies (at each stage of the product life cycle)
4. Place
   1. Reference to the most appropriate choices of distribution channel
   2. Which retailers you would choose to stock your product
5. Promotion
   1. Summaries of ATL, BTL and direct marketing methods you will use at each stage of the product life cycle
   2. Presentation of your marketing campaign materials (see below)

**The Marketing Campaign - REMEMBER AIDA!**

***Choose and produce a selection of promotional materials (1 per group member)***

1. A 30 second TV advert storyboard
2. A 30 second TV advert video (iMovie/Moviemaker etc.)
3. A set of ‘print media’ adverts (billboards, posters, magazine adverts etc)
4. A Radio advert/jingle (recorded)
5. A website homepage design (can be hand-drawn or designed/produced on computer)
6. An animated webpage advertising banner
7. A press release for a newspaper to launch your product and encourage people to buy it
8. A flyer/leaflet that can be posted through the door/handed out to people in the street
9. A packaging design (drawn or made) featuring the brand and logo
10. Your choice (check with me first)

**The Apprentice Deodorant Project Feedback**

**Name………………………………**

Was the project handed in on time? (final lesson of WC 11th Sept) Yes / No.

If no, this **MUST** improve by the next report cycle. More than one ‘late’ will affect your homework grade.

Project contents

|  |  |  |
| --- | --- | --- |
| Aspect | Done? | Comments |
| Evidence of market research |  |  |
| Presentation/report explaining product, price and place decisions |  |  |
| 3 promotional materials |  |  |

Grading

|  |  |  |
| --- | --- | --- |
| Aspect | Grade | Comments/targets for future projects |
| Attainment (accuracy, explanations, meeting the aims) | EX  G  S  U |  |
| Effort  (3-hours of work?, evidence of study, quality) | EX  G  S  U |  |
| Presentation  (attention to detail, professional standard, SPAG) | EX  G  S  U |  |

Overall grade (excluding deadline)… EX G S U

Your CONSTRUCTIVE! comments – what did you enjoy? Did this help you understand marketing topics? Would you like to do this sort of task again? Any improvements/changes you can suggest?