MARKETING

Promotion and Advertising

You have been hired to create a new twist on a restaurant’s Kids Meal. You will need to create the look of the new kids meal bag/box. You will also be creating a Print Ad and a 30 second commercial spot to help promote the product to your target audience. You must think about the 4 Ps and create a poster showing that the 4 Ps are all working together. You will have all of this week to work with the computers in this room and design all aspects of your product. Next week you will have access to the Ipads and the LMC computers to film your commercial; you need to have it all planned so you can film and edit in the LMC while we are there.

CHECKLIST:

✓ New and Improved Kids Meal Bag/Box
  o What is new about your meal?
  o Who is your target audience?
  o What information do you need to look up about your company?
  o What materials do you need to create your new box?
  o Do you have a “toy” – is it gender specific?

✓ Print Advertisement – This needs to be a window cling type Ad to be placed on the window of your restaurant!
  o You need to create a high quality, professional design.
  o All 5 components of a Print Ad need to be present (see back for reminders)
    ▪ Headline
    ▪ Copy
    ▪ Illustrations
    ▪ Signature
    ▪ Slogan
  o All components need to be labeled as shown on the back of this page – make your ad large enough to do this off to the side. Do not write out the definitions of each component – instead explain your reasoning for each component and why this will reach your target audience. Make sure all elements of your ad work together.

✓ 30 Second Commercial
  o Get creative!
  o You need to do all of your planning prior to checking out an Ipad in the library!
  o I need to see a completed storyboard of your commercial before you can sign-up for an Ipad. – Use PowerPoint to print blank note slides to use as a storyboard.
  o You will have a limited amount of time to use the Ipads – so plan ahead!

✓ Your commercial will be shown to the class; make it good!
✓ All group members need to be active in the presentation

FINAL PROJECT DUE WEDNESDAY, APRIL 19th!
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✓ All group members need to be active in all parts of the project
✓ If you are off task in class your grade will reflect that

Group Members: ______________________________
__________________________________________
__________________________________________
__________________________________________
__________________________________________
__________________________________________

Kids Meal Company Ideas

1. Company:
   Do they have a current Kids Meal?       YES       NO
   If Yes: ______________________________

2. Company:
   Do they have a current Kids Meal?       YES       NO
   If Yes: ______________________________

3. Company:
   Do they have a current Kids Meal?       YES       NO
   If Yes: ______________________________

**FINAL PROJECT DUE WEDNESDAY, APRIL 19th!**
**Approval to Film Commercial: _____________________