

Marketing Project

Nutrition & Wellness

Project Outline:

Groups of 1-3 will chose a food (made-up or not) that they will use for this project. For clarification, when the choices state made-up foods or not. This means foods that actually exist, not the brand and company that produces it.

Ex. You **can** chose to advertise beef jerky, but it could **not** be using “Slim Jim”, “Jack Links”, or any other already existing company name/logo/slogan/etc.

Groups will need to determine the following for their project:

- Type of Product
- Name of Production Company/ Product
- Slogan/Catch Phrase for the Product
- How much would it cost to make/produce the product?
- How much will you charge for the product?
- What is your target audience?
- Where will you sell your product?

Groups will also need to develop at least one piece of marketing for their product other than their commercial. This piece of marketing could be a magazine article, billboard scene, poster, t-shirt design...anything that will help bring in members of your target audience.

Commercial Requirements:

Each group will need to plan and film a commercial to market their product. Commercials will be filmed during second period and may not contain any profanity, or any other events or products that would not be allowed on school grounds according to policy and procedure at Heritage Hills High School.

-Commercials will be approximately 1 minute in length and appropriately advertise the decided product to the group’s given target audience. We will hope to be able to use video editing, so if extra “takes” are needed, feel free. However, a final commercial will be best in case technology (editing) does not choose to cooperate.