



Example Problem 7

You work for a major producer of ice cream products. You have always been the number one producer. Recently, you have been losing market share to some of your competitors. The owners of the company want a new project that will regain the company's number one status as the premier producer of ice cream products.

DESIGN A NEW ICE CREAM PRODUCT THAT WILL ACHIEVE ABOVE GOAL.

- ⇒ You will be presenting a commercial and an advertising sign to the judges.
- ⇒ You can use **song, dance, cheers**, or even **rap** in your commercial. You can **act** out a scene. (Try to capture the judges attention!)

In your **COMMERCIAL**, make sure you have the following information:

- ✓ Tell the good or service you will produce.
- ✓ Invent a clever name for your product or service. Make it appealing or catchy or whimsical! Make it a name people will remember!
- ✓ Tell who should buy your product or who will be your typical customers, your target market.
- ✓ Tell what is unique about your good or service. How is it better than what the competition offers or what is available?
- ✓ Tell where the consumer can purchase your good or service.
- ✓ You might tell where or how someone can find out more about your good or service.

You will an effective **SIGN** so **CREATE AN AD FOR YOUR STORE.**

- ✓ Make the name in bold print.
- ✓ Tell who should buy this item.
- ✓ Tell what is unique and different about your product or service. Why should buy what you are selling?
- ✓ You may want to include price.
- ✓ Tell where the product or service can be purchased.

You will have up to two minutes to present your information to the panel of judges.

Make sure you include all information requested above!

SMILE! Use good body language. Do not waste a second of your time!

Try to involve every member of the team.

MOST OF ALL, HAVE FUN!