

### 3. PAIRWORK – MOTORBIKE CAMPAIGN

Now work with your partner and design an advertising campaign for a motorbike. Choose the customer group you will target – don't make the group too wide (too difficult to target), nor too narrow (not enough customers).

Write your ideas clearly in capital letters as your campaign may be displayed on the OHP projector. Remember to think of a strong imperative to attract customers.

PRODUCT NAME: \_\_\_\_\_

PRODUCT CATEGORY: Motorbike

**CUSTOMER GROUP:** \_\_\_\_\_

EXTRA FEATURES: \_\_\_\_\_

CUSTOMER OPTIONS?: \_\_\_\_\_

**IMPERATIVE:** \_\_\_\_\_

\_\_\_\_\_

ADVERTISING/MARKETING CAMPAIGN: \_\_\_\_\_

PRICE & TARGET CUSTOMER: \_\_\_\_\_

DISTRIBUTION: \_\_\_\_\_

