

3. PAIRWORK – FRIZBANG CAMPAIGN

Now work with your partner and design an advertising campaign for the Frizbang. Choose the life-cycle stage as this will affect how you will market it; introduction, growth, maturity, saturation, decline, additional growth.

Write your ideas clearly in capital letters as your campaign may be displayed on the OHP projector. Remember to focus on an effective slogan/catch-copy.

PRODUCT NAME: Frizbang LIFE CYCLE STAGE: _____

PRODUCT CATEGORY: Toy MATERIAL(S): _____

BASIC FEATURES: You throw it and it comes back to you

EXTRA FEATURES: _____

CUSTOMER OPTIONS?: _____

SLOGAN/CATCH-COPY: _____

ADVERTISING: _____

MARKETING CAMPAIGN: _____

DISTRIBUTION: _____

