

**Dandelion & Co.**  
**Marketing Competition Guidelines**  
**American Marketing Association**



Dandelion & Co. is a small business located on 108 E Tuscaloosa St, Florence AL. They are a coffee shop that opened in the middle of the COVID-19 pandemic in 2020 selling lattes, matcha, teas, bagels, coffee, and more. The family-owned business has graciously allowed the American Marketing Association to have a flier competition with the University of North Alabama Students. The winner of the flier competition will have their Spring Drink they created sold at the coffee shop. There will also be a competition of the student who creates the best coupon. Prizes and random giveaways will be given out to participants that complete the competition. *Unlimited attempts are welcomed.*

*Option 1: Flier/Drink Competition*

*Option 2: Coupon Competition*

*Option 3: Flier ONLY Competition*

***Standards for Option 1***

Create a flier for Dandelion & Co. that markets not only their business, but the new Spring Drink you have created. Dandelion specializes in their fun loose-leaf teas with many flavors to add in such as many florals, sweets, nutty, savory, citrus, and even spices. The title should be catchy and drawing such as, “A Taste of Spring”. It is also important to include a small map of their location as well as their address for the flier. Lastly, get a QR code for their socials such as Instagram and Facebook and include those in your flier. Their socials as well as the menu will be listed at the bottom of the page.

***Standards for Option 2***

Create a coupon sticker for Dandelion & Co. to market their business and give incentives for customers to come back. The company would like to create a “Buy 5 drinks, get 1 drink half off. Buy 10 drinks, get 1 free” coupon that the owners can put on their *hot cup sleeves* that can be hole punched. This should be simple, and keep in mind that these will be *no bigger than 3 inches in length, and 2 inches in width*. The coupon should include their name, Dandelion & Co. On the front of the coupon, please write the guidelines such as, “Buy 5 drinks, get 1 half off. Buy 10 drinks get 1 free.” Dandelion & Co. uses sustainable and ecofriendly sources in most of their products as a niche, so it is important to keep in mind that this will be a sticker for the sleeves and not a card.

***Standards for Option 3***

Create a flier for Dandelion & Co. that markets their business. I advise you look at their menu to show their Spring drinks. The title should be catchy and drawing such as, “A Taste of Spring”. It is important to include a small map of their location as well as their address for the flier. Lastly, get a QR code for their socials such as Instagram and Facebook and include those in your flier. Their socials as well as the menu will be listed at the bottom of the page.

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***Submission Details***

Please submit your flier by the **deadline of Monday, February 27, 2023**. When submitting your flier, **please send it with your UNA email to [AMAssociation@una.edu](mailto:AMAssociation@una.edu) with the title of “Dandelion & Co. Competition” including your name. Any submissions not sent to this address or without specific title will not be judged.** You have unlimited attempts, so you can submit more than one flier or coupon.

Dandelion & Co.’s menu:



Dandelion & Co.’s Instagram: *@dandelionco.flo*



Dandelion & Co.’s Facebook:

