## Lesson 36 – Activity Sheet

## Getting Started

## In Lesson 10 we decided on the logo and branding for our vehicle

## In Lesson 26 we performed a SWOT analysis and identified our market and stakeholders

## In the last few lessons you have designed, built and tested your car

* Now it’s time to SELL, SELL, SELL

## Success Criteria

* Identify the major selling features of your vehicle
* Create and present a promotional advert (eg PowerPoint, video) aimed at your stakeholders
* Create and present a promotional advert (eg brochure, TV advert, Poster) aimed at your consumers

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| **Audience: Stakeholder** | | **Audience: Consumer** | |
| **Feature** | **How could we promote this** | **Feature** | **How could we promote this** |
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| **Marketing Media** | **Advantage** | **Disadvantage** |
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## Pro-tip

* When considering the audience ask yourself: what do they want to know? How much it’s going to cost to make? How much will it cost to buy? How efficient? How safe? How fast?
* When considering the purpose, remember who you are talking to and adjust your language accordingly
* What are you trying to achieve?

## Test Time

**In your brochure**

* Is the language appropriate to the consumer?
* Does it make the car sound and look good?
* Are the facts and figures going to show the car in a good light?

**In your TV/Radio advert**

* Are you making the best use of sound and visual?
* Does it make the car look exciting?
* Have you included a price and some specification?
* Have you included some environmental and/or safety aspect?

**In your presentation to stakeholders**

* Have you covered how much it will cost to make and sell (profit)
* Who is your market, how many units do you expect to sell?
* What makes the car unique? Why will people buy it?
* Does it meet clean air and environmental emissions?
* How well has it been tested?
* How safe is it?

## Stretch Tasks

* Complete an audience satisfaction survey of your advert/presentation
* Improve your presentation based on feedback
* Review your vehicle and identify any further enhancements that could be made to the style and electronic systems

## Final Thoughts

* During this lesson we have looked at how we can best market our vehicle. We have considered how what we present changes depending who the audience is, what the purpose is and what medium we are presenting in.
* We have looked at some key considerations for marketing and created our promotional materials