

Lab: Marketing Collateral

Estimated duration: 30 minutes

Objectives

In this hands-on lab, you will:

- Review the PR plan
- Determine appropriate media or marketing collateral options based on the plan objectives, goals, and target audience

Prerequisites

1. Review the videos in this module titled "Communication to the Public" and "Public Relations and Media Planning."
2. You must have Microsoft Word installed on your computer or a Microsoft Office 365 account online. If you want to sign up for Microsoft Office 365 online and need help with the steps, view the [Sign-up for Microsoft 365 lab](#).

Introduction

The Time is Now LLC product team is developing a Public Relations (PR) Plan to support the new Smartwatch launch. The plan is still in development. You and your team are needed to determine the media or marketing collateral options that are best suited to satisfy the goals of the PR Plan. Recall that a PR Plan is developed to sustain momentum in the marketplace once a product is launched.

Exercise 1: Review the PR Plan

The PR plan below is still in development. Review this plan, then help the team complete the plan in exercise 2.

1. Define Objectives

Launch the new Smartwatch by the beginning of Q4.

- Contrast our Smartwatch to the competition and create a positive brand image
- Create a recognizable symbol or logo to differentiate our product
- Develop effective marketing collateral that has an impact on the target audience
- Ensure materials are available for events and tradeshow that have an impact
- Ensure media is developed to present our new Smartwatch in a compelling way to the market
- Survey our customers and solicit their actual opinions and user experiences to share
- Determine external methods to advertise our new product

2. Identify Goals

Our PR goals conform to the SMART methodology.

- Specific: All media must state exactly what the Smartwatch features and functionality include and differentiate our product from the competition
- Measurable: We must accurately measure sales, revenue, returns, complaints, and market share
- Achievable: We must implement this PR Plan at least 30 days before the launch. All media and marketing collateral options must be in place
- Relevant: Ensure all media considerations are relevant to the target audience and satisfy business objectives
- Time-Bound: The 20 Sep 20xx Smartwatch launch is fixed. This plan must support that date

3. Determine the Target Audience

Our marketing campaign will target customer groups most likely to want and purchase a Smartwatch. Based on research:

- The Number 1 users of Smartwatches are Millennials aged 25-34
- The Number 2 users of Smartwatches are Millennials aged 35-40, and Gen X customers aged 41-54

4. Develop a Schedule

Here are the launch and PR campaign schedule milestones:

- Implement PR Campaign 20 Aug 20xx
- Launch: 20 Sep 20xx

This PR Plan must be finalized and approved by 15 Jul 20xx

5. Develop a Plan of Attack

To be determined by you in Exercise 2.

6. Build a Media Area

To be determined by you in Exercise 2.

7. Track Results

Key Performance Indicators (KPI) include:

- Sales
- Revenue
- Returns
- Complaints

- Market Share %

Exercise 2: Determine Appropriate Media or Marketing Collateral Options Based on the Plan Objectives, Goals, and Target Audience

Step 1: Keeping the CTRL key pressed, click [here](#) to download the **Marketing Collateral Lab PR Plan** document.

Note: On Mac systems, keep the Command (CMD) key pressed instead of the CTRL key.

Step 2: Develop a Plan of Attack and complete section 5 of the Marketing Collateral Lab PR Plan. Which communications, vehicles, media, and marketing collateral suit the new Smartwatch launch? Keep the target audience in mind while you fill out this section.

Step 3: Complete section 6: Build a Media Area of the Marketing Collateral Lab PR Plan. What are your recommendations for preparing the corporate website for this new Smartwatch launch?

Step 4: Save the completed Marketing Collateral Lab PR Plan template with a unique naming convention, allowing you to share your work later—for example, LSmith_MarketingCollateral.

Add this to your growing portfolio of product management tools and techniques you're familiar with. This portfolio can be used to share with your peers, current employers, or future employers and serves as a testimonial to new skills you have learned and developed.