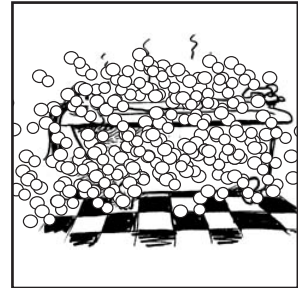
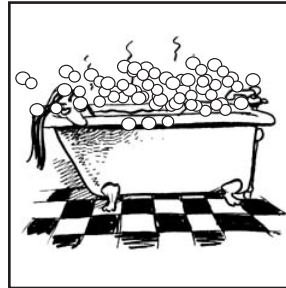
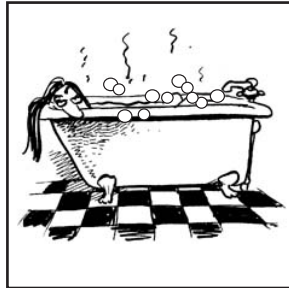


Project 4

(can be used as revision for units 10, 11 and 12 of Business Explorer 2)

HERBAL BATH



Work in small groups.

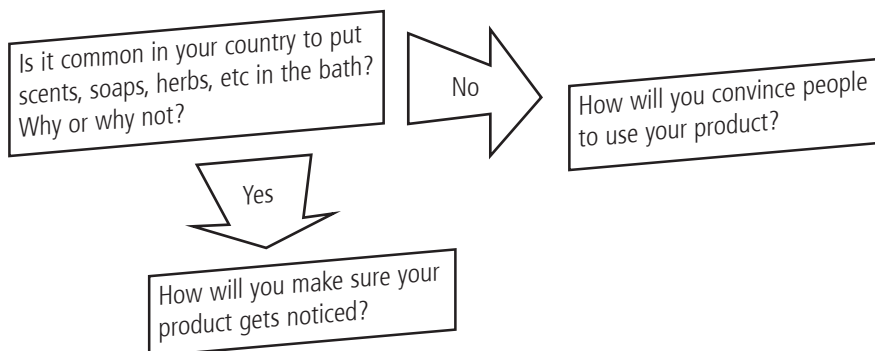
1 Discussion

You are the members of the marketing team of a pharmaceutical company. You have been given the task of marketing your company's new herbal bath product in your country. This new product is designed to help people relax.

Discuss and decide:

1. Your country

Answer these questions about your country:



2. The market

a) What age group is the product aimed at?



b) Is the product aimed at men or women? How will you achieve that?

c) What price is suitable for this market? Why?

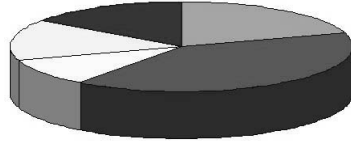
3. The campaign

a) In what media will you advertise? (You can choose as many as you like, but remember to think about cost).

TV commercials, Radio commercials, Magazines, Newspapers, Billboards, Internet, other

Give details. For example, if you chose to advertise in magazines, please say which magazines and who reads them.

b) Divide your advertising budget between your choices. Decide a percentage for each and draw a pie chart.



c) Write a slogan to use when advertising your herbal bath

2 Reporting

As a group, prepare and give a short description of your ideas to the rest of the class. Try to convince them that your ideas are the best and that your product will sell well in your country.

3 Option

In your groups, create and perform a 30 second radio or TV commercial for your product.