

YOUR JOB: CREATE SALES PROMOTIONS FOR A NEW and Improved Food Product!

Sales promotions efforts are designed to encourage customers to buy a product. More than half the households in America take advantage of sales promotions each year; therefore, to expand product awareness and acceptance of your new product flavor, you must develop a sales promotion plan for the Greater Four County Milwaukee Area.

You can use any of the following sales promotion strategies to increase awareness and acceptance of your products:

- Premiums
 - Coupons
 - Factory Packs
 - Traffic Builders
 - Coupon Plans

- Incentives
 - Contests
 - Sweepstakes
 - Rebates

- Product Samples
- Product Placement
- Promotional Tie-ins
- Loyalty Marketing

You must use a combination of at least 6 different forms of sales promotion. The evaluation for this product will be based on your presentation and the creative, yet realistic ideas for creating awareness and product acceptance in the Greater Milwaukee Four County Area.

- Create a brief PowerPoint/Presentation, with a slide per promotion. Each slide should have brief, bulleted information about the promotion.
- You must ACTUALLY CREATE (within realistic reason) each of the 6 sales promotions you choose (if it is a pen, then create the logo/writing on the computer and wrap it around the pen).
- No Written Paper is needed
- No advertising, just sales promotions

Your presentation should be solid and enthusiastic because you are selling a sales promotion plan to the President of your particular company/brand. You must utilize visual aids to enhance your presentation. Presentations will begin on Tuesday December 8th

Planning Sheet

(turn in one per group)

Names: _____

1. Sales Promotion strategy: _____

Details:

2. Sales Promotion strategy: _____

Details:

3. Sales Promotion strategy: _____

Details

4. Sales Promotion strategy: _____

Details

5. Sales Promotion strategy: _____

Details

6. Sales Promotion strategy: _____

Details

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Names: _____

1. Sales Promotion strategy: _____	
Details on Planning Sheet	____ /2
Appeals to Target Market	____ /2
Created Example	____ /4
Example Represents Strategy Identified	____ /1
Presentation of Sales Promotion	____ /1
TOTAL	____ / 10
2. Sales Promotion strategy: _____	
Details on Planning Sheet	____ /2
Appeals to Target Market	____ /2
Created Example	____ /4
Example Represents Strategy Identified	____ /1
Presentation of Sales Promotion	____ /1
TOTAL	____ / 10
3. Sales Promotion strategy: _____	
Details on Planning Sheet	____ /2
Appeals to Target Market	____ /2
Created Example	____ /4
Example Represents Strategy Identified	____ /1
Presentation of Sales Promotion	____ /1
TOTAL	____ / 10
4. Sales Promotion strategy: _____	
Details on Planning Sheet	____ /2
Appeals to Target Market	____ /2
Created Example	____ /4
Example Represents Strategy Identified	____ /1
Presentation of Sales Promotion	____ /1
TOTAL	____ / 10
5. Sales Promotion strategy: _____	
Details on Planning Sheet	____ /2
Appeals to Target Market	____ /2
Created Example	____ /4
Example Represents Strategy Identified	____ /1
Presentation of Sales Promotion	____ /1
TOTAL	____ / 10
6. Sales Promotion strategy: _____	
Details on Planning Sheet	____ /2
Appeals to Target Market	____ /2
Created Example	____ /4
Example Represents Strategy Identified	____ /1
Presentation of Sales Promotion	____ /1
TOTAL	____ / 10

Subtotal _____
Up to 6 Extra Credit – Food _____
TOTAL _____