Agriculture in Education: an educational resource for the Year 8 Economics and Business

Developing and Designing New Product Lines and Marketing Strategies

This project is funded by the Australian Government, Department of Education and Training, through the Agriculture in Education Initiative.

Courtesy of Pixabay (no attribution required)  CC0 Public Domain
“You can sell almost anything to people if you promote it in a way that captures their attention and interest.”
1. Students consider the 5 suggestions for products that have been invented and need to be sold (below).

- Cinnamon Flavoured Lip Balm
- The 3 in 1 Breakfast Maker
- Bacon Flavoured Toothpaste
- The Amazing Banana Slicer
- Metal Detecting Sandals

2. In pairs or groups of 4 ask students to choose 1 product and design an advertisement that they think would help “sell the product” to the consumer.

3. They will need to think about who the consumer might be and what would be the key selling points.

4. Students prepare a presentation to the class.

Or you could have students discuss the key elements that they would need to consider if they were asked to “sell” the product.
Developing and Designing New Product Lines and Marketing

The Videos to consider

The next two advertisements are unusual too. Who would they appeal to?

https://www.youtube.com/watch_popup?v=xAsjRRMMg_Q
https://www.youtube.com/watch_popup?v=YQo0TfuueaY
The Hula Hoop

• The hula hoop has made tens of millions of dollars for its inventor and makers.

• How do you suppose the hula hoop was first advertised? Would the radio have been a good medium? Why or why not?

• The hula hoop is an example of a product that needs to be explained visually.

• In the USA, to begin with, they gave away thousands of hula hoops. They held contests and held demonstrations in shopping malls. Most promotion was done on the local level. And who was the target market? Every kid between the ages of 5 to 12 had to have one. The word spread and very soon the hula hoop was a mega hit selling millions!
What do you think business people take into consideration when wanting to influence people to buy their product?

With a partner, brainstorm 3 products that have captured your attention in the past 12 months. One of these must be a food product. For each product answer these questions:

• Who is this product aimed at? For example, think about age, gender, wealth, location, type of job and recreation activities. You can probably think of many more factors to consider.

• What sets this product apart from other similar products?

• Where can you buy this item? List all the different types of businesses that would sell it.
Work Task 1: Innovation and Marketing - “helping farmers market their products”

Background:

- You have set up a new business in partnership with local farmers.
- Your business is an innovations and marketing company that specialises in developing new products and designing market strategies to sell them.

(Think of a name to call your company). The farmers want you to help them get a reliable income through selling their produce.

- You must decide what this produce/product is. For example if the farmers were growing kale, it could be sold fresh, frozen or in some other processed form such as a vitamin extract or as part of a ‘healthy’ pre-prepared meal.
- You have been given a map of the town (you can decide a name for the town) in which the produce will be sold.
- Notice that there are several possible selling locations and different target markets (customers).
Work Task 2: Innovation and Marketing – “helping farmers market their products”

Your task is to:

- develop a presentation to give to your farmers outlining your ideas and marketing campaigns.
  (In reality you will give your presentation to the class and it may be in the form of a PowerPoint presentation or as a performance or any other format you think suitable and has been negotiated with your teacher.)

A suggested breakdown of your task is:

- Choose a produce/product from the farms and brainstorm, research and/or invent possible products that can be produced and sold from it.
- Identify all the potential customers – you might want to revise your products too once you start thinking about who will buy and what they might want it for.
- Identify locations in the town to sell the products and the different types of businesses that might do the selling.
- Devise marketing campaigns for each of the different products and target markets.
- Marketing campaigns for example can range from a television advertisement to catchy labels and smart branding.

Before you go ahead with your plans for these products how will you test them?

- design a survey to test the likely popularity of your product(s). Carry out the survey with a random sample of people and use the results in your presentation.