Marketing Mix Poster

New Target Market for Simply Orange \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Group members \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Create a poster describing the 4 p’s of this product targeted towards your assigned target market.

Use large poster paper, use pictures, graphics, and color to support your idea!

Creative, Professional, and Effective! Don’t forget market segmentation questions below

It might look like this…..

You can use magazines, markers, computer, paper, etc…

THIS IS DUE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| **Product (20 points)**  Describe the product in detail, ingredients, package, how is it useful?, image, name, etc…  Draw product. | **Place (20 points)**  Where will customers purchase your product?  Why is this the best place?  Draw place the product will be sold |
| **Price (20 points)**  What is the right price for your product?  What are the prices of similar products selling for?  Draw the price tag and sale sign for your product | **Promotion (20 points)**  What information do your customers need?  What are the most effective forms of communication for your product – ad, personal selling, sales promotions, and publicity? Explain  Create a sample ad for your product. |

Target market/market segmentation (10 points)

You will use the Internet to create a profile by answering at least all of the following questions:

Answer these questions in a word doc…

1. What is the approximate age range for people in this demographic group?
2. What are typical characteristics of people in this age group?
3. What are the interests of this age group?



1. What is this group’s source of income?
2. What might be their greatest social and economic concerns?
3. What issues regarding products might be important to them?
4. Where would they do the majority of their shopping?
5. What types of products are targeted specifically at this age group?

9. How would this age group typically make consumer decisions regarding

purchases?

1. What would be some buying motives that a marketer could use to

stimulate a purchase in this age group?

**10 points for creative and professional presentation**

**And all team members contributing to project and presentation**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_total 100 points**