

SUBMITTED BY: CINDI GUSTAFSON

STRATEGY NAME: YOU ARE THE PRODUCT

PURPOSE/OBJECTIVES:

Students will:

- 1) learn more about who they are and what they value and
- 2) learn how to market themselves and others by developing a promotional piece for each member of their group

MATERIALS NEEDED:

Paper, pens/pencils, poster board, magazines, scissors, tape, glue, markers

PROCESS:

- 1) Teacher will divide students into triads.
- 2) Each student in the triad will complete the “True Colors” assessment. Group members will present and discuss their colors with each other.
- 3) Two group members will then act as the “agency” and the third group member will act as the “client.” (Students will rotate roles so each person in the group acts as the client.)
- 4) The agency will interview the client with the intent of soliciting information that will allow them to develop a promotional piece for the client. The promotional piece should communicate with others about their product (the client) and convince others to use it.
- 5) Collaborate with client to complete the following:
 - a. Who is the client?
 - i. Personal qualities, characteristics (True Colors exercise will help client identify these)
 - ii. Extracurricular interests/activities/hobbies—what skills/qualities has the client developed through these activities? Ask the client why he/she participates in these activities—what motivates them?
 - b. Develop a theme
 - i. You cannot and should not promote all of the characteristics from above. Decide what main idea about the client you want to communicate and promote.
 - ii. To determine a theme, agency should think about what makes the client unique and appealing.
 - c. Identify your target audience
 - i. Who do you want to reach—Teachers? Coaches? Potential employers? Friends? Potential significant others? (The client will be integral in helping to determine his/her target audience.)
 - ii. To reach your target audience, you must identify their needs—for example, the needs of a potential girlfriend/boyfriend are very different than those of a coach.
 - d. Create your product
 - i. Different groups get information from different sources. Think about the method of reaching your audience that will be most effective.

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- ii. Keep the content centered on your theme to help limit the amount of information you present. This will help keep your message short and to the point.
 - iii. The format you use to create your piece is up to you! It can be a Word document, a poster, a flyer, a brochure, or any other piece that best promotes your client.
 - iv. Discuss your ideas with your client to solicit feedback before creating final product.
- 6) Each agency then presents their promotional pieces to the class as a whole.
- a. Agency's success will be assessed (using a rubric, not included) with input from class, as well as client.
 - i. Did the agency clearly communicate who/what the product is?
 - ii. Was the theme of the piece clear?
 - iii. Was the target audience clear?
 - iv. Did the agency succeed in communicating with the target audience and convincing the audience to "use" the product?

Source: Developing a Promotional Strategy by Maureen H. McDonough and Gary A. Ackert. Michigan State University.
<http://web1.msue.msu.edu/imp/modtd/33710086.html>