



STAGE 06: Marketing Your Product

Students will determine the expense of creating a unit of their product and decide on a selling price to allow a profit. They will explore how to spread the word about their great new product, create advertising, and perform promotional material for various media. Students will also apply their imaginations and 3-dimensional thinking to creating sustainable packaging for their products.

Lesson 1: Decide on a Price
Lesson 2: Media and Audience
Lesson 3: Promote Your Product
Lesson 4: Packaging

LESSON 3 – Promote Your Product

Overview:

This lesson provides an exploration of marketing, including its approaches and how it affects consumer behaviour. Students will learn how to promote their product and be encouraged to create ethical approaches. As they learn, they may become savvy consumers, as well.

Learning Goals

- Explore several ways marketers reach their audience
- Understand how advertising affects us
- Use media to promote a food product



Materials Needed

- Lesson Slides
- Selection of ads–flyers, magazines, newspaper, printed from the internet
- Included worksheet: poster or flyer
- Included worksheet: TV or radio advertisements

Time Frame: 40min

Curriculum Expectations

Digital Media Literacy

- A2.5 demonstrate an understanding of the interrelationships between the form, message, and context of a text, the audience, and the creator
- A2.6 use digital and media tools to support stages of the design process and to develop creative solutions to authentic, real-world problems

Visual Arts Curriculum

Strand D

- D1.4 Use a variety of materials, tools, and techniques to respond to design challenges
- D2.1 Express personal feelings and ideas about art experiences and images
- D2.2 Explain how elements and principles of design are used to communicate meaning or understanding in their own and others' art work
- D2.3 Demonstrate an awareness of the meaning of signs and symbols encountered in their daily lives and in works of art
- D3.1 Identify and describe a variety of visual art forms they see in their home, at school, in the community, and in visual arts experiences

Language Curriculum

Strand A Literacy Connections and Applications

- A2.6 Use digital and media tools to support stages of the design process and to develop creative solutions to authentic, real-world problems



Strand B Foundations of Language

- B1.9 Identify some of the presentation strategies used in oral texts and explain how they influence the audience
- B2.2 Demonstrate an understanding of appropriate speaking behaviour in a variety of situations, including small and large-group discussions
- B2.3 Communicate orally in a clear, coherent manner, presenting ideas, opinions, and information in a logical sequence

Agriculture/Agri-Foods Themes

- Students describe the benefits of grain as they design and write promotional material and packaging for their granola bars. They will consider how to appeal to people and persuade them to buy their grain-based products.

Media Links

Embedded in the slides

Create the Hype <https://youtu.be/qrX2zrKZdJA?si=zVK-gbeICaMNvk80>

Words That Sell <https://youtu.be/y3S389KFOUY?si=FVUak4cNTmmzuy2->

How Marketing Works on People https://www.youtube.com/watch?v=icW6KP_mVME



Teaching Notes

<p>Slide 7: Minds ON!</p>	<p>Students will enjoy this TVOKids video about creating the hype! https://youtu.be/qrX2zrKZdJA?si=zVK-gbeICaMNvk80 (2:00)</p>
<p>Slide 8: What is Promotion?</p>	<p>Promotion tells people what is good about a product and why it is better than similar products. Ask students to notice the words used to talk about products. The words we use are important!</p>
<p>Slide 9: Promotion</p>	<p>Discuss examples of promotions that come to mind. Remind students to think about the words used.</p>
<p>Slide 10: Methods of Promotion</p>	<p>Remind students of the definition of promotion and ask them to think of real-life examples they have seen.</p>
<p>Slide 11/12: Methods of Promotion Advertising</p>	<p>Share examples of print ads for students to examine.</p>
<p>Slide 13/14: Methods of Promotion Special Offers</p>	<p>After students have had a chance to talk about their experiences, talk about BOGO (buy one, get one) and how this form of price reduction is so appealing, it has added a word to our vocabulary.</p>



<p>Slide 15: Methods of Promotion Endorsement</p>	<p>Ask students: Would you spend money on a product because your favourite singer, actor, or athlete said they like it? Why or why not?</p>
<p>Slide 16: Food Advertising</p>	<ul style="list-style-type: none"> • Give students a selection of food advertisements from magazines, flyers, or the internet. Have them examine what the businesses have done to persuade customers to buy their product. • Ask: Do they think it works? Would they be persuaded? How does the ad use photographs and persuasive language?
<p>Slide 17: Words That Sell!</p>	<p>https://youtu.be/y3S389KFOWY?si=FVUak4cNTmmzuy2- (2:00) After students have watched the video, ask if anything they saw or heard makes them want to go shopping.</p>
<p>Slide 18: Words That Sell!</p>	<p>This video demonstrates how marketing works on people. https://www.youtube.com/watch?v=icW6KP_mVME (2:00)</p>
<p>Slide 19: Persuasive Words</p>	<p>Explain Words with emotional power: you, win, new, popular, exclusive Words with urgency: hurry, now, final, limited Positive words: imagine, discover, essential, best, easy Value-based words: free, premium, sale, save, deal</p>



<p>Slide 21: Overt vs Implied Messages</p>	<p>A message can be overt - when the message is obvious to the audience. The message is said, shown, or written.</p> <p>A message can be implied - an idea that is suggested but not actually said.</p>
<p>Slide 22: Overt vs Implied Messages</p>	<p>After students have had a few minutes to offer opinions, draw their attention (if they haven't done so) to the slogan on the package - the quicker picker upper - and the messaging next to the logo on the right, with its emphasis on the words "good" and "rewards."</p> <p>Ask if seeing these details changes their first opinions</p>
<p>Slide 23: Unique Selling Point</p>	<p>Introduce the idea of a "Unique Selling Point" (USP) or something they can offer consumers that is different from the competition. Have them consider a customer need they can meet that is not being met.</p>



<p>Slide 24-26:</p> <p>ACTION 1:</p> <p>Print Media</p>	<ul style="list-style-type: none"> • Ask students to take inspiration from the promotional material they have examined to design their own written advertisement for their product. • Remind them to describe/explain how their product is better than their competitors' products—their USP. • Remind them to consider whether the price, food miles, and nutritional benefits they researched in previous stages matters to their target audience. • Remind them to include the price and special offers (e.g., lower introductory price, buy one get one free). • Programs such as Google Drawing, Slides Students, Adobe Express, Piccollage or Canva could be used for this task.
<p>Slide 27/28:</p> <p>ACTION 2:</p> <p>TV or Radio Ad</p>	<ul style="list-style-type: none"> • Ask students to work in their business groups to plan and perform a television or radio advertisement for their product. • Remind them to speak clearly, not too fast, and at normal volume when they are presenting. • Assess spoken language during their performance. • Free Audacity, We Video or CapCut or other software could be used to record their ads and do basic edits, including removing mistakes, adjusting volume, and adding music and/or sound effects. These could be played as part of the bake sale activity in the next stage.

Assessment Resources. Coming soon!

Please check the STEMterprise webpage at <https://goodineverygrain.ca/ontario-farming-stemterprise/>

Granola Bar – Poster or Flyer Design

You are creating print media (poster, flyer, or brochure) to promote your granola bars. Use this worksheet to plan your design.



Write the purpose and audience for your design.

Purpose	
Audience	

What is the message? Why would a customer want to buy your product? How is your granola bar better than others? Hint: local ingredients, price, nutritional benefits, taste.

Write your headline. It should appeal to your audience and grab their attention.

What images can you use on your flyer to help deliver the message? Think about what will be meaningful to your target audience.

Granola Bar – Poster or Flyer Design

Sketch your drafted design. Make sure you use colours and images that will get your audience's attention.



Your design should include:

- A title
- Your logo and slogan
- Images that help deliver the message
- Price (or a special offer)
- Business contact information

A large, empty rectangular box with a thin black border, intended for the student to sketch their design for the Granola Bar poster or flyer.

Granola Bar: TV or Radio Advertisement

Use this space to create a storyboard for your granola bar TV or Radio ad.



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