You created an amazing design out of TeacherGeek. You think it's great, but would someone else? What would happen if you put it onto a store shelf (like a toy or tool), or really created it (like a bridge or building)? Would people want to bring it home to their house or have it built in their community? No???? Let's fix that with some marketing.

**YOUR CHALLENGE**

Turn your TeacherGeek design into a retail product (a product that could be sold in stores or built in your community). Create marketing materials to persuade people to buy it.

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**4 Ps of Marketing**

Marketing is often broken down into 4 ‘Ps’: Product, Placement, Price, Promotion

**Product**
- What does the customer want or need from the product?
  - **Function**: What does your product do? What features does it have that make it stand out, or work better than other similar products?
  - **Form**: Is your product attractive? Does it make people feel an emotion?
- What will your product be called?
- Will it have a brand?

**Placement**
- Where will your product be sold?

**Price**
- What price will you sell your product for?
- How will your price compare with your competitors?

**Promotion**
- How and where will you market your product?
  - Who is your target customer? What are the best ways to reach them with your marketing?
  - Convince your customers to get your product by creating promotional materials. Here are some ideas...
    - A Commercial for TV or Internet
    - A Billboard (not full size) or In-Store Advertisement (poster)
    - Retail Packaging (a decorated box or bag designed to protect and market your product)

Capture the audience's attention. Get a little goofy. Deliver your information in a unique and fun way.