You created an amazing design. 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.

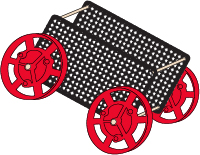
****

YOUR  
PRODUCT

# Your Challenge

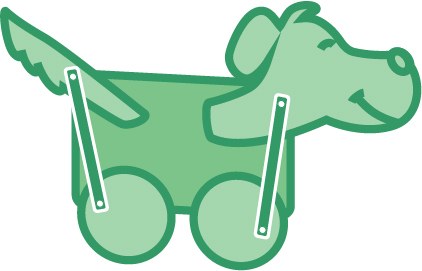
**Store Shelf**

Turn your 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.

****

Marketing is the action of promoting and selling products or services.

# 4 Ps of Marketing

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



**BUY MY STUFF**

SALE

* What price will you sell

your product for?

* How will your price compare with your competitors?

**Price**

* 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?

How and where will you market your product?

**Promotion**

**Placement**

* 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)

**Product**

Where will your product be sold?