

THE CEREAL BOX PROJECT -- PRODUCT DEVELOPMENT PHASE --

THE PROJECT: The purpose of this project is to illustrate the marketing mix by showing the four basic marketing strategies (people, product, place, price, promotion.) As a member of a product development team for Heartland Mills, you are asked to develop a new cereal that is unique and will meet the needs of a specific target market.

PART ONE: Cereal Overview – (30 points) – Answer the following questions, in a separate document, as a team. Be sure to number your answers. Make sure the language you use illustrates your knowledge of marketing terms.

PART TWO: Design the Product – (45 points) – Design a cereal box and present your new product to the class. You must create your own original brand name, slogan, and trade character. Use the cereal box you brought in as a template for the new product packaging.

CEREAL OVERVIEW:

1. Description of the Cereal (6 points)
 - a. What will the cereal look and taste like?
 - b. What will the name of the cereal be?
 - c. What will the packaging look like?
2. Product Benefits (4 points)
 - a. Describe at least two product benefits or attributes that your cereal offers consumers.
3. Target Markets (12 points) Identify the necessary following information for your primary and secondary target market for your new cereal. If needed, refer to your notes or textbook.
 - a. Demographics: Age, gender, income, ethnic background, etc.
 - b. Geographics: Local, state, regional, etc.
 - c. Psychographics: Attitudes, interests, activities, personalities, values, etc.
4. Product Release (8 points)
 - a. Identify a time of year for your cereal to hit the shelves. Describe the promotion associated with the product release.
 - b. Identify two different strategic places for your cereal to be displayed and provide reasoning for your decision. Describe the display.

PRESENTATION: Your team will be placed in a head-to-head competition against another team in the class. Each team will be given 5 minutes to present their new cereal to the class. After the two teams have presented their cereal, the class will vote on the cereal that will move on to the next round. The two students who developed the cereal not chosen to move on to the next round will work with the two students who developed the cereal moving on to the next round.

PRODUCT DEVELOPMENT RUBRIC

Project Element	Did Not Meet Expectations	Met Expectations	Exceeded Expectations
Description of the Cereal (6 points) <i>Did you describe the cereal and its taste? What is the name of the cereal? What will the packaging look like?</i>			
Product Benefits (4 points) <i>What are two product benefits (attributes) that your cereal offers?</i>			
Target Markets (12 points) <i>Did you list demographic, geographic, and psychographic information for primary and secondary target markets?</i>			
Product Release (8 points) <i>When will your cereal hit the shelves? Will there be a promotion associated with the release? Where are two places you would put your cereal in the stores and why?</i>			
Brand Name (10 points) <i>Was your cereal name original? Does it sound like a current name brand?</i>			
Slogan (10 points) <i>Does your slogan align with your cereal name, taste, and image?</i>			
Trade Character (10 points) <i>Was your character original? Does it look like a current character?</i>			
Organization (5 points) <i>Were you organized throughout this project? Were your answers numbered in a separate document?</i>			
Error Free (5 points) <i>Were your documents error free (spelling, grammar, conventions)? Was your cereal box error free?</i>			
Presentation (5 points) <i>Did you accurately describe your cereal to your classmates? Did you provide all information necessary for your classmates to make an informed purchasing decision?</i>			

Total Points: _____

THE CEREAL BOX PROJECT

-- PROMOTION PHASE --

THE PROJECT: The purpose of this project is to illustrate the promotion mix showing the five basic strategies (personal selling, advertising, direct marketing, sales promotion, and public relations.) As a member of a promotion team for Heartland Mills, you are asked to develop a promotional plan for a new cereal.

PART ONE: Promotional Plan – (50 points) – Develop an example for each of the elements of the promotional mix. You must develop the required example for each element and may choose to develop additional examples for extra credit. Extra credit examples will not be accepted if the required element is not submitted. A printed copy and a digital copy must be submitted to receive full credit. Hand-drawn promotions can be scanned and emailed.

PROMOTIONAL PLAN:

1. Personal Selling (10 points) – Personal selling requires sales representatives to generate and maintain direct contact with prospects and customers. Direct contact can take the form of personal meetings, demonstrations, email, and telephone correspondence.
 - a. Required
 - i. Telephone Script – Create a script for a telephone conversation between a Heartland Mills representative and a potential customer. Be sure to provide the potential customer with all information they would need to make a purchase decision.
 - b. Extra Credit Options
 - i. Email (3 points) – Create an email that would be sent to current customers to introduce the new cereal. Make the email appealing to the customer, as well as provide the necessary information to make an informed purchase decision.
 - ii. Demonstration (5 points) – Develop a script and all materials needed to hold a demonstration of the new cereal in a grocery store. Consider all the necessary items a demonstration/display of this type at Wal-Mart would need (signage, posters, coupons, etc.)
2. Advertising (10 points) – Advertising is a form of non-personal promotion and can be found everywhere.
 - a. Required
 - i. Half-Page Magazine Advertisement – Create a half-page sized magazine advertisement to run in a magazine that your target market will read. On the top-half of the page, create the advertisement. On the bottom-half of the page, explain the reason behind the design of your advertisement and include which magazine this advertisement will run in.

Advertising, cont'd.

- b. Extra Credit Options
 - i. Promotional Item (3 points) – Create a unique item to be included in your box that will promote the cereal or Heartland Mills.
 - ii. Product Placement (5 points) – Choose a movie that will feature your cereal. Explain where and when the cereal will be shown and why you chose that movie on a separate sheet of paper.
- 3. Direct Marketing (10 points) – Direct marketing is a type of promotion that companies use to address individuals directly and not through a third-party medium, such as radio, television, or the Internet.
 - a. Required:
 - i. Direct Mail – Create a direct mail piece to be sent to all homes in the market. Include a photo of your product and all necessary information for a consumer to make an informed purchase decision.
 - b. Extra Credit Options
 - i. Pop-Up Advertisement (3 points) – Develop a pop-up advertisement that will pop up when a customer is on the Heartland Mills website. Be sure the advertisement will encourage potential customers to click-through to the landing page for the new cereal.
 - ii. Promoted Tweet (5 points) – Write a tweet that will be promoted on Twitter the day your new cereal launches. This tweet must be less than 140 characters (spaces included.) Use the @HeartlandMills Twitter handle in your tweet.
- 4. Sales Promotion (10 points) – All marketing activities other than personal selling, advertising, and public relations. Sales promotions include coupons, competitions, product samples, displays, etc.
 - a. Required:
 - i. Display: Design a display for your new cereal to be displayed on for the first week of your release. Draw the display layout on the computer and save as a JPEG image or Word document. On a separate sheet of paper, explain why you designed the display like that and where in the store you would like it to go and why.
 - b. Extra Credit Options
 - i. Coupon (3 points) – Develop a coupon to be distributed in the Sunday circulars.
 - ii. Social Media Competition (5 points) – Develop a competition to be held on Heartland Mills' Facebook page. In a Word document, describe the competition, the rules, and how a winner will be chosen.

5. Public Relations (10 points) – Public relations activities help an organization try to influence a target market and create a general positive public image.
 - a. Required:
 - i. News Release: Draft a news release to educate retailers about the launch of your new cereal.
 - b. Extra Credit Options
 - i. Local Event (3 points) – Describe a local event that you would hold with a business or organization to promote your new cereal. Be sure to answer the following questions on another sheet of paper. Why did you choose this organization? How will you promote this event? How will this event promote your new cereal?
 - ii. National Partnership (5 points) – Identify a national organization that could serve as a partner for Heartland Mills and your cereal. Select an organization that has a mission that aligns with the image your cereal would project. On another sheet of paper, explain why you chose this organization and what you would hope to gain from a partnership.

PRESENTATION: Your group will be required to present your cereal and promotional plan to the class. Each group will have 10 minutes to complete their presentation. After all groups have presented, the class will vote on the cereal they would most likely purchase.

PROMOTIONAL PLAN RUBRIC

Project Element	Did Not Meet Expectations	Met Expectations	Exceeded Expectations
Telephone Script (10 points) <i>Did you provide the customer with all necessary information?</i>			
Half-Page Magazine Ad (10 points) <i>Did you create an attractive advertisement? Did you include what magazine it will run in and why you chose that magazine?</i>			
Direct Mail (10 points) <i>Did you include a photo of your product and all necessary information for the customer to make a decision?</i>			
Display (10 points) <i>Did you create the display and explain your reasoning behind the design and where it would go in the store?</i>			
News Release (10 points) <i>Did your news release include all information that retailers would need about your product?</i>			
Extra Credit (____ points) <i>Did you complete all requirements of this extra credit opportunity?</i>			
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