

MK 201 NEXT STEPS FOR FINAL PRESENTATION ON NOVEMBER 24, 2020

1. Your final presentation is 17.5 percent of your grade. (17.5 /35% of group assignment)
2. Please improve your New Product presentation from my comments and suggestions
3. Add 1- 2 slides in creating at least one new Advertising: please base on AIDA model and SMILE criteria.
4. Create one Gantt chart slide detailing your promotions for the entire year.
5. One slide of your pricing strategy: should be short term and long term
6. One slide of your Channel (retail) strategy

PRESENTATION DAY: BE CREATIVE AND WOW ME!

- All team ppt slides will be submitted to me before 12:00 pm on Tuesday November 24, 2020 by file in CEO messenger chat and in color printed handouts (2 slides/A4 page)
- Presentation Sequence will be lucky draw by me
- You will have 15 mins to present with 5 mins Q&A (10 slides max excluding positioning statement, cover page and appendix)
- **Please make the presentation as “experiential” and “memorable” WOW – storytelling**
- Every team member is required to attend class and present for teamwork scores
- Every team will take turns asking in Q&A

PRESENTATION DAY: JUDGEMENT CRITERIA

You will be judged on the following criteria:

- Strategy: How well you introduce the business plan in terms of idea, integration, and rationalization including supporting data, facts and research to justify your plan.
- Purchase Intent: How high would be your purchase intent? Would I as a consumer want to purchase your new product?
- Creativity: You should let your imagination run wild since you want to stand out in the market. So design your new business to be impactful and memorable.
- Teamwork: Everyone needs to present and be able to answer the Q&A questions professionally – with support and confidence. At the same time, every team will need to ask questions to other teams as well.

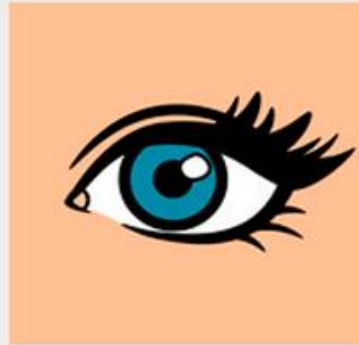
EXPERIENTIAL MARKETING – 5 SENSES



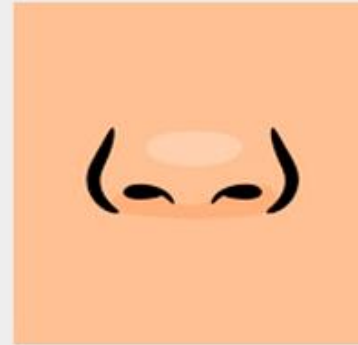
TASTE



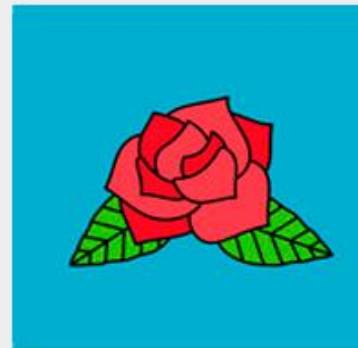
HEARING



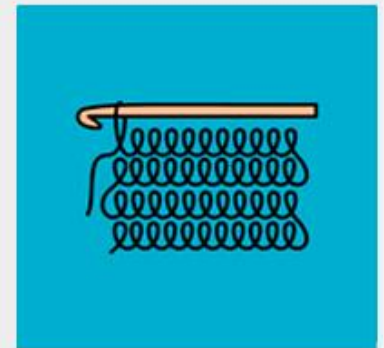
SIGHT



SMELL



TOUCH





The Three E's in Content Marketing:

Engage
Educate
Excite



GOOD
LUCK

AND

HAVE

FUN

