

You have been asked to prepare a pitch to explain why you think your product proposal will be successful if introduced to the market. Your pitch will last 5–10 minutes. You must justify the following:

- **Your product design.**
- **Your brand personality.**
- **Your pricing recommendation.**
- **Your proposed promotional campaign.**
- **Any other relevant information.**

As the pitch is important to the future success of your product proposal, you need to plan and carry out a practice pitch in front of an audience of your peers.

Bag Design and Customer Profile

- Image of your bag
 - Features of your bag
 - Purpose of your bag
 - Your Customer Profile
-
- How does your bag design meet your customer profile?

Create your brand personality

Brand Name

Logo

Sound / Jingle

Srapline

Characters

Celebrity endorsement

- i. My chosen type of brand personality:
- i. How this is appropriate for my backpack's target customer audience:
- i. My chosen brand identity and image that I want customers to feel / think when they look at my brand: (think of different emotions / words you want customers to feel about your brand)
- i. How this is appropriate for my backpack's target customer profile:

i. Brand identity / Brand image design features:

- Visual look:
 - Colours (look back at the website links on the previous page):
 - Type face:
 - Logo design idea:
 - Customer perception:
 - Brand association:
- i. Explain the reasons for your choices to part i above (why it is suitable for your target customer profile)

You need to justify how each of your branding methods will work well together to promote the brand personality you want to get across to your customer:

Why branding method (brand name) and (logo) work well together to promote my **brand personality**:

Why branding method (brand name) and (strapline) work well together to promote my **brand personality**:

Why branding method (logo) and (strapline) work well together to promote my **brand personality**:

My brand personality is relevant to my chosen customer segments because (Explain how your brand personality will appeal to each of the specific parts of your chosen customer segment)

My brand personality is appropriate for the **age** of my target customers because:

My brand personality is appropriate for the **gender** of my target customers because:

My brand personality is appropriate for the **occupation** of my target customers because:

My brand personality is appropriate for the **income level** of my target customers because:

My brand personality is appropriate for the **lifestyles** of my target customers because:

My brand personality is appropriate for the **location** of my target customers because:

A. Explain the objectives and Key Performance Indicators (KPIs) for your promotional campaign.

Objective	Description
Raise awareness	An objective of your promotional campaign could be to raise awareness for your backpack to a certain number of customers or making sure customers understand the benefits / USP of the product or how much it costs.
Differentiate	An objective for your promotional campaign could be to make the product appear to be unique or different to others in the market. To explain how your backpack is better / different to others. To appeal better to your chosen customer target segment compared to other backpacks.
Create market presence	An objective of your promotional campaign could be to develop the brand personality or to make customers aware of the availability of the product and where to buy it from.
Increase market share	An objective of your promotional campaign could be to persuade customers to buy your backpack rather than competitors. For example, offering sales promotions.

A. Create three different types of promotional materials to raise awareness of your product. The types used must be a combination of digital and non-digital materials.

A. Justify your choice of materials based on how well they complement each other and meet the needs of your target customer profile.

A. Produce a timeframe for your campaign and justify why it is appropriate.

Two digital adverts using the link below:

This site is very useful for making fake social media and messaging adverts <https://zeoob.com/>

One non digital advert

Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
	Date:	Date:	Date:	Date:	Date:	Date:
Set objectives and KPI's						
Decide promotional materials						
Decide budget and research costs						
Design promotional materials						
Review promotional materials will the meet objectives?						
Launch promo material 1 e.g., website / social media						
Launch product						
Launch promo material 2 – e.g., posters with links to social media						
Get celebrity to post using product on social media						
Launch promo material 3 – e.g., SMS message						
Review and evaluate campaign						
Send out more SMS to keep customers updated						

GANTT CHART

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Launch product						
Launch promo material 2 – e.g., posters with links to social media						
Get celebrity to post using product on social media						
Launch promo material 3 – e.g., SMS message						
Review and evaluate campaign						
Send out more SMS to keep customers updated						

Financial Data

Fixed Costs

Variable Costs

Break-Even

Why you think you can sell enough backpacks to make it viable!