

Tool 13: Template answers Spoon Stuff

Background

You are a marketing department of a British based multinational company that manufactures spoons.

Activity

You need to develop an advert within a marketing strategy to increase sales of spoons to the European Union market. You must:

1. plan the advert (15 marks)
2. state how it plays a part in an overall strategy for increasing sales (10 marks)
3. perform the advert (15 marks)

Time

15 mins planning; 5 mins presentation on how the advert plays a part in an overall strategy for increasing sales of spoons; 2 minutes for the performance of the advert – you will be stopped after this time has elapsed for each section.

Advert plan:

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Connection to overall strategy:

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Draw the advert on the back of this paper. Good luck!