



APPLYING MULTIPLE BENEFITS AND DIVERSITY GIVES STRENGTH TO MARKETING

MARKETING YOUR DESIGN (35 mins)

Customers buy a product to suit a need. Identify the needs of your customers (5 mins)

OBJECTIVE

Apply your knowledge of nature to design a marketing strategy for a product

When promoting a product some companies make greenwash adverts.
Search for greenwash advert images on the internet. Choose 3 adverts and explain why they are examples of greenwashing (15 mins)

GREENWASH

When marketing is deceptively used to promote the perception that an organization is environmentally friendly.

KEY COMPETENCIES

Using imagination
Using initiative
Communicating ideas
Reflecting and Evaluating

Create an advert to help sell your product. Ensure your advert includes **product differentiation** – details of how it offers a better feature/function/design than rival gadgets. Make the **unique selling point** clear.
Use Edward de Bono's 6 Thinking Hats to focus your thinking and creativity (15 mins)

MB5 Thinking Hats



CELEBRITY ENDORSEMENTS (10 mins)

Each team is the owner of a popular drinks company. Decide which celebrities you would pay to advertise your product.
What happens to the popularity of your company as a number of scandals are announced?

DM15 Celebrity scandals



**REFLECTION (5 mins)**

You have applied the Multiple Benefits insight to marketing a product. Add notes to the Reflection sheet and chart your progress on the Learning wall.

Visit the Share page of www.lessonsfromnature.org to comment on the activities you have taken part in.

CURRICULUM LINKS

Design & Technology
and Business Studies

- Know that advertising is a part of a marketing strategy.
- Formulate and evaluate a marketing strategy.

