

## Product Differentiation and Advertising: Shoe Design!

**Task:** Your group is to design a unique shoe that will appeal to a target market. Decide your role, and then brainstorm together about your product development and advertisement. Be prepared to show the class your shoe and commercial at the beginning of next class.

### Roles:

**Chief Marketing Officer (CMO):** brainstorms the target audience and the methods to advertise

**Chief Product Officer (CPO):** brainstorms the best features to include to make the product unique

**Chief Revenue Officer (CRO):** brainstorms how these features beat competitors in the market

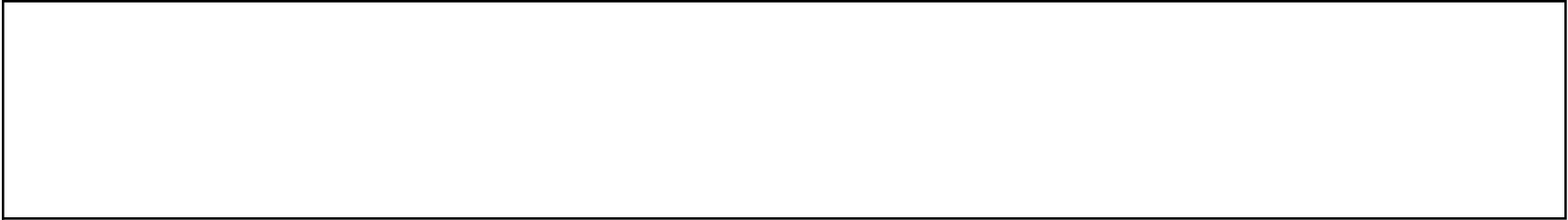
**Product Designer:** draws the overall design of the shoe for the commercial

**Brand Advocate or All:** presents the advertisement/commercial live to the class

**Brainstorming:** Make a copy of this document and answer the questions within each section of this assignment.

1. Who is your target market or buyer? **CMO**
2. What will you do to differentiate your product? **CPO**
3. Who are your major competitors, and why is your product better than theirs? **CRO**

**Digital Design:** Add a photo of your group's design into the box below. This could be from a dry erase board, or blank sheet of paper. **Product Designer**



**Advertisement:** Now answer the following questions about your skit. Then, add your script below the rubric.

4. How will you appeal to the viewers' emotions? **CRO**
  
5. What's the overall vision for your live commercial? (Where will it take place? Who is involved?) **ALL**
  
6. What is a motto or phrase to help remember the impact of your product? **CMO**

### Skit Rubric

Component	Description	Points
Design of Product	The design of the product is physically distinctive from the competitors and is clear to the audience	10
Emotional Hook	The commercial appeals to the viewers' emotions to convince them to purchase it.	5
Target Buyer	The commercial insinuates the type consumer that would want to buy the product	5
Product Differentiation	The commercial explains what specifically makes the product unique to bring more consumers to the product and give the company more monopoly power. The commercial also explains any marketing or distribution differentiation.	5
Overall Commercial	The commercial mirrors the format of a digital advertisement on TV and is coherent. It sends a clear message to the target market about why it is better and includes a motto or phrase to help the consumer remember the product.	5
Total		30

**Script:** Add your group's 20 second commercial here by including the information above.

