# Promotion Activity

You are members the creative team who work for the well-known marketing company BBH. They have been asked by their client, Associated Biscuits to create a marketing campaign and name for their new chocolate biscuit and then present it to the Board of Directors using a power point presentation and promotional materials.

# Task

Working in groups of three, discuss ideas and explore possibilities for the campaign for the chocolate biscuit. You need to produce the following:

1. A clear image of your product: this should include the USP, name, price, logo, strapline. (Paper size; A4)
2. A mind map for your promotional campaign channels (identify both above and below the line methods). (A3)
3. Produce an example (eg. Storyboard for TV advert) for two of your promotional activities. (2xA4)
4. Justify the choices you have made in a presentation (PowerPoint). Eg. *The idea, objectives of your campaign, why you chose the channels you did (the promotional mix).*
5. Present to the class at the **beginning** of next lesson.

In order to complete this task you will need to look at what’s already on the market. I will be marking this presentation and using for a ‘common work’ assessment mark. This is team work. If you feel you have been working with a ‘weak link’ let me know and we can award marks appropriately.