



# Design your own sneaker

You are to create a new sneaker. Design and illustrate your sneaker. Complete a one to two page paper explaining your product using the information from this sheet. Create an illustrated advertisement, illustrated or description of a sales promotion, and a description of a public relations application. **Sell me your product.** We will do this in class. This is a test grade. 100 points.

Name: \_\_\_\_\_

Symbol/Logo: \_\_\_\_\_

Image: \_\_\_\_\_

Price: \_\_\_\_\_

Target Market: \_\_\_\_\_

Advertising campaign: Theme/Slogan: \_\_\_\_\_

Endorser: \_\_\_\_\_

Features/Product benefits: \_\_\_\_\_

10 points

## Specifics:

### **Target Market:**

Demographics

- Age Range: \_\_\_\_\_
- Gender: \_\_\_\_\_
- Income: \_\_\_\_\_
- Ethnic Background: \_\_\_\_\_
- Geographically: \_\_\_\_\_

10 points

### Advertising Applications:

- Newspaper (sketch an ad)
- Magazine (sketch an ad)
- Radio (write down a rough script)
- Television (describe the commercial)
- Outdoor Media (what and where would you place the symbol)
- Internet

Illustration or  
written script  
25 Points

### Sales Promotion Applications:

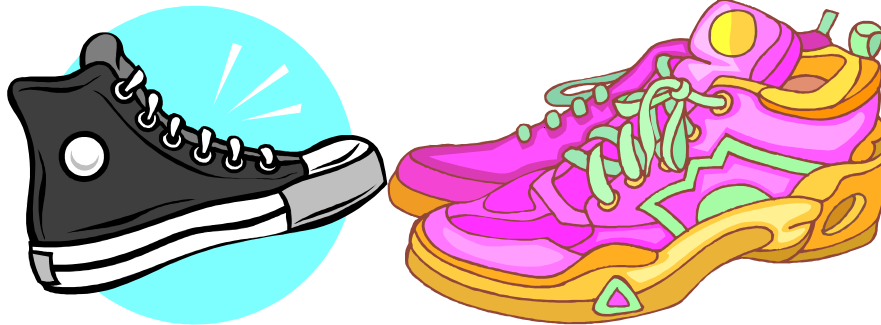
- Coupons
- Premiums
- Contests and Sweepstakes
- Sampling
- Point-Of-Purchase Promotion

Illustration  
25 points

### Public Relations Applications

- Event Sponsorship
- Consumer Education
- Product Placement
- Issue Sponsorship

In report



Written report: 30 points

#### Include:

- Name 3 points \_\_\_\_\_
- Image 3 points \_\_\_\_\_
- Price 3 points \_\_\_\_\_
- Target market 3 points \_\_\_\_\_
- Slogan 3 points \_\_\_\_\_
- Endorser: Tell about them and why you chose them and what value can they bring to your product. 3 points \_\_\_\_\_
- Why you chose the media that you did to advertise 3 points \_\_\_\_\_
- Tell about your advertising and why you think it will be effective 3 points \_\_\_\_\_
- Why you chose the sales promotion that you did 3 points \_\_\_\_\_
- Tell about your public relation application and why you chose that and how you think it will be effective. 3 points \_\_\_\_\_