



LESSON 3: MARKETING: HOW TO “STAND” OUT

SARAH LUNDGREN

OBJECTIVES

- > Designing a successful stand
- > Understanding the importance of product packaging
- > Advertising your company

WARM-UP:

- * Prompt students to begin the warm-up on page 7 of their participant guide.
- * Let students know that many kids who have used simple card tables with plastic tablecloths have been as successful as kids who used custom hot chocolate stands built of wood. The most important thing is to make sure your hot chocolate stand is sturdy and safe.
- * Let students know that today they will be learning about the elements of a successful hot chocolate stand.

ACTIVITY 1: ELEMENTS OF A SUCCESSFUL STAND

- * Prompt students to begin page 8 of their participant guide.
- * Remind students that the MOST important thing is to make sure their stand is secure and safe!
- * Call on students to read aloud the Elements of a Successful Stand in the chart on page 9.
- * Answer question 1 under Show What You Know together as a class, see answer key below.
- * Prompt students to answer questions 2-3 together with their partner.
- * Prompt students to answer question 4-5 silently and independently.

Assessment:

- * Students answer questions 4-5 silently and independently (Show What You Know, Lesson Three, page 1).
- * Call on students to share their answers with the class.

HANDOUT-PG 7

HOT CHOCOLICIOUS LESSON 3: BUILDING A STAND



ENTREPRENEUR'S NAME _____

WARM-UP

What things might you already have at home or what things could you borrow or buy to use as the base of your Hot Chocolate stand? Circle the type of stand you would like to use from the options below. Remember your stand must be **sturdy** and **safe**.

Table
Cardboard box stand
Plywood Stand

Portable stand (e.g. red wagon
or wooden pushcart)
Other _____

ELEMENTS OF A SUCCESSFUL STAND

THEME	Allow your personality, interests or identity to be the basis for your stand design and operation.
UNIQUENESS	Make it clear to your customer that your stand is different than other stands by letting them know what ingredients or special elements they can expect when buying your product.
SIGNS	Signs should be hung neatly, easily readable from a long distance (use large print), and include: Name of Business, Price, Charity/Cause, Hours of Operation (optional).
VISUAL APPEAL	Draw your customers' attention by making your stand colorful, creative, and eye-catching.
CLEANLINESS/ ORGANIZATION	Any display, product or supplies should be clean, presentable and well organized.



EXAMPLE “BUILDING A SUCCESSFUL STAND”

ELEMENT	Your plan for including the element in your stand	List the items you will need	Purchase, borrow or already have?
THEME	In the 3R Club at school, we reduce, reuse and recycle	3R club t-shirt	Already have
UNIQUENESS	My stand theme will be Eco-Friendliness. I will wear my 3R Club t-shirt. 3R club t-shirt Already have All my serving materials (cups and napkins) will be 100% recyclable.	Recyclable cups and napkins	Purchase
SIGNS	I'll offer a free cup of lemonade to people on bikes since they are eco-friendly commuters. The name of my stand will be Eco Hot Chocolate. The price will be \$1 per cup. A portion of my profit will benefit the 3R Club at my school.	Poster board Markers	Purchase Already have
VISUAL APPEAL	My stand will be bright with a green table cloth and yellow balloons.	Green table Cloth	Borrow (Mom) Purchase
CLEANLINESS/ ORGANIZATION	My stand will have a recycling bin for customers to dispose of their cups and napkins after enjoying.	Recycling bin	Borrow (3R Club)

HANDOUT - PG8

HOT CHOCOLICIOUS LESSON 3



USE THE CHART IN YOUR PARTICIPANT MANUAL TO COMPLETE THIS SECTION OF THE BUSINESS PLAN.

ELEMENT	Your plan for including the element in your stand	List the items you will need	Purchase, borrow or already have?
THEME			
UNIQUENESS			
SIGNS			
VISUAL APPEAL			
CLEANLINESS/ ORGANIZATION			

HOT CHOCOLICIOUS LESSON 3: BUILDING A STAND

SHOW WHAT YOU KNOW

Directions: Read each of the following scenarios and answer the question that applies.

1) Sam's stand lost 12 potential customers because Sam's table cloth was stained and had holes in it.

> What element of success was Sam missing?

2) Jose's stand attracted 34 customers because he let his customers know how much he loved soccer by designing his stand within a soccer goal, hanging soccer balls around his stand and wearing his soccer uniform. Many of his customers liked soccer too!

> What element of success did Jose have?

3) Maya's stand attracted 31 pet-loving customers because her large stand sign let customers know that she was donating a portion of her profits to a local animal shelter.

> What element of success did Maya have?

4) Amanda's stand lost 18 customers who said they didn't notice her stand as they entered the grocery store.

> What element of success was Amanda missing

5) Devon's stand attracted 47 customers who bought his hot chocolate because they were on a diet and noticed that his hot chocolate was sugar-free.

> What element of success did Devon have?



LESSON 3: MARKETING TO “STAND OUT”

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WARM-UP:

- * Show slide show/video of previous years stands to help students get a “feel” for how the competition looks on the day of the event

ACTIVITY 1: ADVERTISING AND MARKETING

- * Explain the concept of a market segment.
- * Prompt students to work in teams to make a list of demographic segments in Graham, Texas. Encourage them to think through the following: gender, age, group (family, etc.), background, spending ability, etc. and ask that each team identify one primary segment they intend to target with their marketing efforts.
- * Prompt students to work in teams to make a list of marketing/advertising mediums. Let the teams work on the list for 5-10 minutes and then ask them to volunteer to read their responses. Write the list on the board as they read aloud and fill in gaps they may have overlooked.

Include:

Radio | Television | Newspaper | Social | Media | Flyers/Posters | Other

- * Coach students on product offerings and marketing approaches that work best based on the identified target market by using scenarios and question/answer.

Examples:

- > If the target market is young children, what is the best medium for advertisement? Maybe to moms of young children?
- > Possible answers: Flyer in the grocery stores, insert in McDonald’s happy meals, poster on retail store doors.
- > What if the target market is high school aged students? Are you marketing to moms or students? How much money does a high school student typically have? What is the best approach/medium to reach this segment?
- > Possible answers: Snapchat, Instagram, poster at the high school, advertisement on the radio during the Football games, flyers at the concession stand, etc.

ACTIVITY 1: CONTINUED

- * Prompt students to list aloud, by raising their hand and being called upon, some of the key elements of a marketing/advertising flyer.

Answer:

- > Headline/title/name
 - > Date, time and location
 - > Price and incentives
 - > Logo
 - > Simple, clean, design
 - > Creative/unique offerings
 - > Call to action
- * Prompt students to use their workbook to complete the Activity on page 12 within their teams. Remind them to take the key elements of a flyer into consideration when choosing a design and also to always proof read before putting finalizing.

ACTIVITY 2: DESIGNING AN AD

- * Explain that students have the opportunity to “purchase” advertising for their business via radio ad and newspaper ad.
- * Prompt students to work in their teams to draft ads for newspaper and radio.

PRODUCT AND PACKAGING

- * Prompt students to think about times they have seen packaged well and not so well. Ask students to volunteer to share, by raising their hand and being called upon.
- * Help students visualize the good versus bad packaging by using a clean, decorated, professional looking cup versus a cup that looks dirty and has whipped cream spilled down the side. Ask students which cup they would prefer to receive a purchased product in.
- * Discuss the importance of product and packaging in relation to marketing of a business. Consistency is key, and visual attractiveness is imperative. Encourage students to think outside of the box when it comes to marketing and advertising and also to take advantage of local resources. Provide each student with a Graham Chamber Connection and inform the students that Chamber members will support this program, but it is up to the students to call and ask about marketing options, donations/sponsorship, assistance, etc.

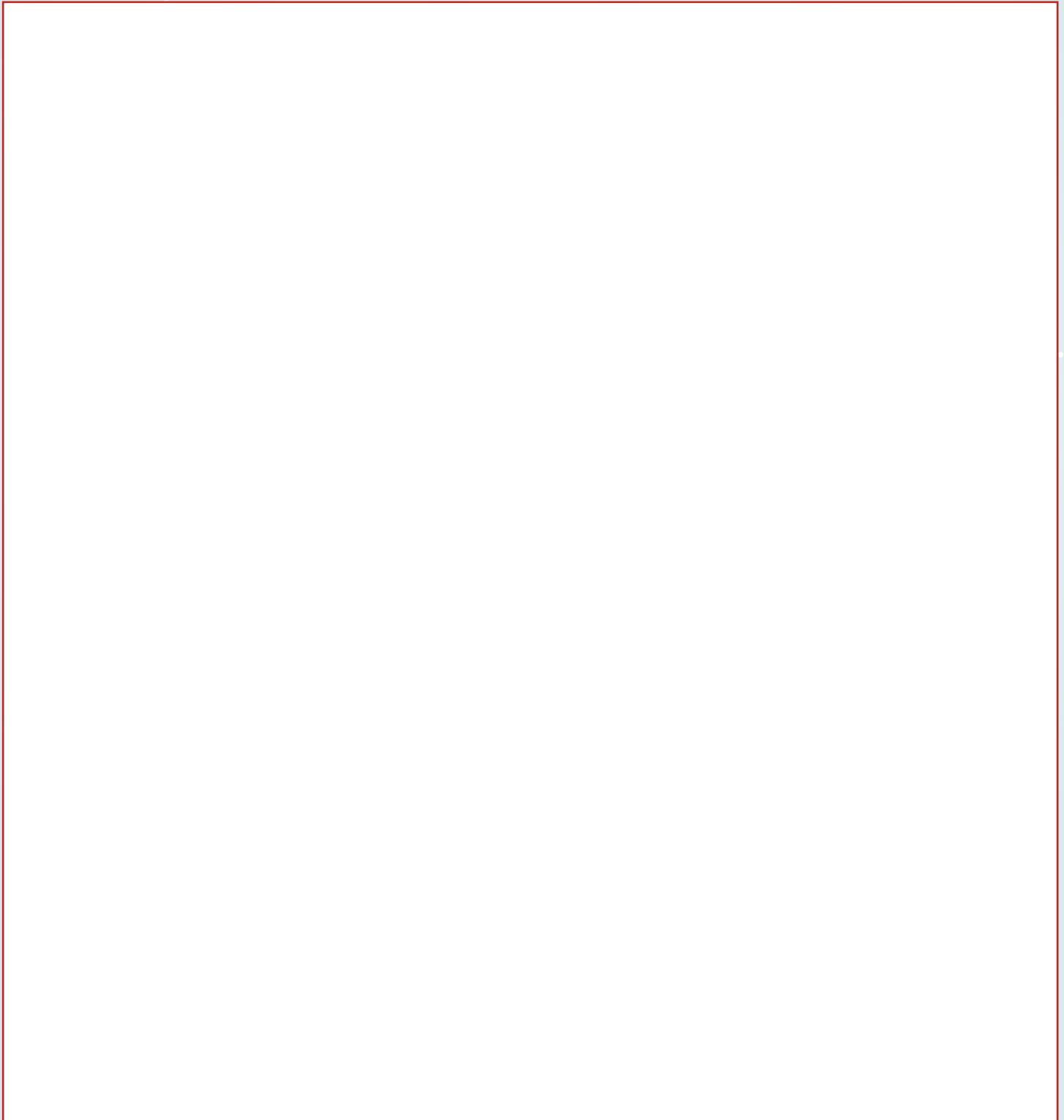
CLOSURE

- > Remind students that Hot Chocolicious Day is approaching! Students should begin working to gather their stand materials.
- > Inform students that the local newspaper and radio station will be visiting them to record/place their advertisement for their business.
- > Remind students not to share personal information in their ads (ie cell numbers, home addresses)



LESSON 4: MARKETING, PRODUCT AND PACKAGING

DESIGN FOR NEWSPAPER ADVERTISEMENT:



HANDOUT – PG10

HOT CHOCOLICIOUS LESSON 4: MARKETING, PRODUCT & PACKAGING



IN THE SPACE BELOW, SKETCH YOUR MARKETING FLYER & COUPON.



USING MONETARY INCENTIVES

1) What kind of incentives could be used to attract potential customers with coupons?

2) How much will one glass of hot chocolate cost for a customer who uses the coupon? _____

3) How many coupons will you make? _____

4) How much money would you make on the number of glasses in question 2 if:

a. you sell that number of glasses at the regular price? _____

b. you sell that number of glasses of at the coupon price (#1) _____

Will you use a coupon to try to attract potential customers? Why or why not? _____
