



THE 4P'S & THE PUMPKIN

MARKETING MIX

"Marketing Mix" is a general phrase used to describe the different kinds of choices organizations have to make in the whole process of bringing a product or service to market.

The key elements –
product, place, price, and promotion –
are referred to as The 4 Ps.



INSTRUCTIONS

You will be creating a Halloween Holiday Campaign for either 1 of the following:

- An existing product on the market, but with a spooky and/ or Halloween twist.

(Example: Campbell's Soup Chicken Soup with pumpkin & ghost.)

- A new product line for an existing company, but with a spooky and/ or Halloween twist.

(Example: Bath and Body Works Halloween Line)



REQUIREMENTS

- Answer the following questions about your Halloween marketing mix campaign (10 points)
- Draw a visual Promotion for your Marketing Campaign. This will be used on social media, commercials, story displays ext. Looking for color! (5 points)



**. WHAT COMPANY ARE YOU WORKING
WITH? WHAT PRODUCT/LINE ARE YOU
CREATING?**



Company Name:

Product/Line Creation:

Group Member Name(s):

PRODUCT

1. What does the customer want from the product/service? What needs does it satisfy?

2. What features does it have to meet these needs?



PRODUCT

4. What size(s), color(s), and so on, should it be?
5. What is it to be called?
6. How is it differentiated versus your competitors?



Price

7. WHAT IS THE VALUE OF THE PRODUCT OR SERVICE TO THE BUYER?



8. HOW WILL YOUR PRICE COMPARE WITH YOUR COMPETITORS?

PLACE

9. Where do buyers look for your product or service?

10. What do your competitors do, and how can you learn from that and/or differentiate?



promotion



11. WHO IS YOUR TARGET MARKET?

**12. WILL YOU REACH YOUR AUDIENCE BY ADVERTISING
IN THE PRESS, OR ON TV, OR RADIO, OR ON BILLBOARDS?
BY USING DIRECT MARKETING MAILSHOT? THROUGH PR?
ON THE INTERNET/SOCIAL MEDIA?**

promotion



13 WHEN IS THE BEST TIME TO PROMOTE? IS THERE SEASONALITY IN THE MARKET? ARE THERE ANY WIDER ENVIRONMENTAL ISSUES THAT SUGGEST OR DICTATE THE TIMING OF YOUR MARKET LAUNCH, OR THE TIMING OF SUBSEQUENT PROMOTIONS?

14 HOW DO YOUR COMPETITORS DO THEIR PROMOTIONS? AND HOW DOES THAT INFLUENCE YOUR CHOICE OF PROMOTIONAL ACTIVITY?

The background is a vibrant orange with a large, lighter orange oval in the center. On the left, there is a black silhouette of a gnarled tree and two tombstones. On the right, there is a black silhouette of a multi-story haunted house with several windows that are glowing orange. The foreground is a dark, jagged silhouette representing grass or a path.

**NOW GRAB A
PUMPKIN AND
DECORATE!!!!**