

# What's in a name?



Famous American Actress Terri Hatcher with a Quokka on Rottnest Island

The Quokka Selfie is the latest trend in Australia right now. The best place to see this small marsupial is on Rottnest Island. (the locals call the island Rotto). The Rottnest Island Tourism Board has benefited from this trend and has a few promotional clips with the purpose of increasing tourism to the island.

[https://www.youtube.com/watch?v=fYHuXnl3d\\_k](https://www.youtube.com/watch?v=fYHuXnl3d_k)


<https://www.youtube.com/watch?v=luf-FHQeii4>

A new product has recently appeared in the market using the Rottnest marsupial, the Quokka. Using the questions below, analyse this new product.

## 4 Ps of Marketing

### Product and Price

Describe the range of products that Quokka Snacks are selling to the consumer. Include prices and quantity/weight/volume (eg: 100g of..... at \$2)

	Product	Price \$

### Promotion and Place

How is this product being advertised and where?

Promotion	Place
<input type="checkbox"/> advertising, <input type="checkbox"/> public relations, <input type="checkbox"/> social media marketing, <input type="checkbox"/> email marketing, <input type="checkbox"/> search engine marketing, <input type="checkbox"/> video marketing <input type="checkbox"/> Other specify _____	Describe where the product is being sold (eg: supermarket checkout display)

## A new P to the Marketing Mix – Packaging

Leading brands understand the importance of packaging not only in keeping their goods safe, fresh, and protected, but also as an essential part of their branding and marketing efforts.

Your packaging is the signature you leave everywhere, and it has the ability to attract today's customers much better than outdated sales and advertising tactics.



### Task

Look at the Quokka packaging to the left and describe the reasons for the use of colour, images (*sea, lighthouse, island, Quokka pose, see through circle next to Quokka*)


## Task

Since Quokka is the current trend, you are looking to use its name as advertising and promotion is already part way there. In pairs, you are to develop a product associated with the name Quokka and present a 15 second promo to the class. You can present your promo as a PowerPoint, Prezi, Poster etc.

Before exploring a product, use the research template on the next page to find out what already exists in the market.



Research and list other products that have used the marsupial Quokka. Example appears in the table below.

Product name	Website	Product description	Price	Competitors
Quokka	<a href="https://www.quokka.com.au/">https://www.quokka.com.au/</a> 	A newspaper that West Australian can advertise (local classified ads) buy and sell their used personal belongings. It now has a website presence.	Free	GumTree offers the same free classified ads service Australia wide. <a href="https://www.gumtree.com.au/s-ads">https://www.gumtree.com.au/s-ads</a>

