

Scavenger Hunt: Grocery Store Marketing Adventure

Names: _____

Objective: Roam the aisles of a grocery store and identify real-world examples that represent each of the 4 P's of marketing - Product, Price, Place, and Promotion. Work in pairs to document your findings through photos or notes. Happy hunting, and may your shopping carts be filled with marketing knowledge!

Rules: Each team must have a smartphone or camera to document their findings.

The scavenger hunt has a time limit of 20 minutes

All teams must return to the starting point within the time limit and will have 5 additional minutes to complete any required explanations.

Scoring: 5 points for each correctly identified example (80 points total).

Bonus Round: 20 points for a creative and well-explained integration of all 4 P's.

Product:

Task 1: Find an example of a new or innovative food product on the market. Take a photo and note its brand and unique features.

Task 2: Identify a product with packaging that is designed to keep the product or consumer safe. Take a photo and note the safety features.

Task 3: Locate a store brand (private label) product. Take a photo and identify its competing national brand.

Task 4: Discover a product that has a unique or innovative packaging that makes it more useful. Take a photo and discuss

Price:

Task 1: Find a product with a "Buy One, Get One Free" or a similar promotional pricing strategy. Capture the pricing signage and name the product.

Task 2: Identify a product with a clear price reduction, discount, or special offer. Take a photo of the original and discounted prices and name the product.

Task 3: Locate a product that is part of a loyalty program or rewards system, and capture a photo of how the pricing structure benefits loyal customers and name the product.

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Task 4: Find a bundle deal, such as a combination of related products sold together at a discounted price. Document the bundled items and pricing.

Place:

Task 1: Find a product strategically placed to maximize customer exposure. Name the brand and explain.

Task 2: Capture two examples of possession utility. Describe your photos below.

Task 3: Locate a product that requires special consideration for placement in order to preserve its quality or features. Name the product and discuss.

Task 4: Document the location of a product in a special display or end-cap, and discuss how this placement influences consumer behavior.

Promotion:

Task 1: Find an example of a brand icon. Name the product brand and icon name.

Task 2: Capture a photo of a product that includes its slogan or jingle on the packaging or a display. Name the product brand..

Task 3: Identify a product that is part of a cross-promotion with another brand or product. Document how the promotion is presented.

Task 4: Locate an advertisement or promotional material within the store, such as posters or flyers, and discuss its effectiveness in catching the shopper's attention.

Bonus Round: Integration of 4 P's:

Task: Identify a specific section of the grocery store or product display that effectively integrates all 4 P's - Product, Price, Place, and Promotion. Take a team photo in front of this section and provide a brief explanation of how each element is showcased.