

Discuss the following questions:

- I. What are some of the toys you remember having and playing with as a child, from the ages of 5 to 10?
- II. What were the toys you kept the longest and enjoyed the most?
- III. Why did you like them?
- IV. What are some toys that have been around since your parents were kids (Barbie dolls, Legos, Etch-a-Sketch). Why do you think these products still appeal to children today?

The Marketing Mix (The 4 P's)

Product: What is made, the images used, changes to the product including design and packaging and target market.

Price: What consumers are willing and able to pay.

Place: Where a product or service is distributed.

Promotion: How potential customers will find out about the product. Promotion strategies may include advertising and purchase incentives.

Select one of the following toys. Conduct research through Internet, magazine and newspaper ads, TV ads, etc. **Create** a display (your choice that shows the history of the product and that demonstrates how the *marketing mix* has changed over time for your product.

Hot Wheels

Mr. Potato Head

Monopoly

Easy Bake Oven

View-Master

Trivial Pursuit

Legos

Frisbee

Barbie Doll

Crayons

Etch-a-Sketch

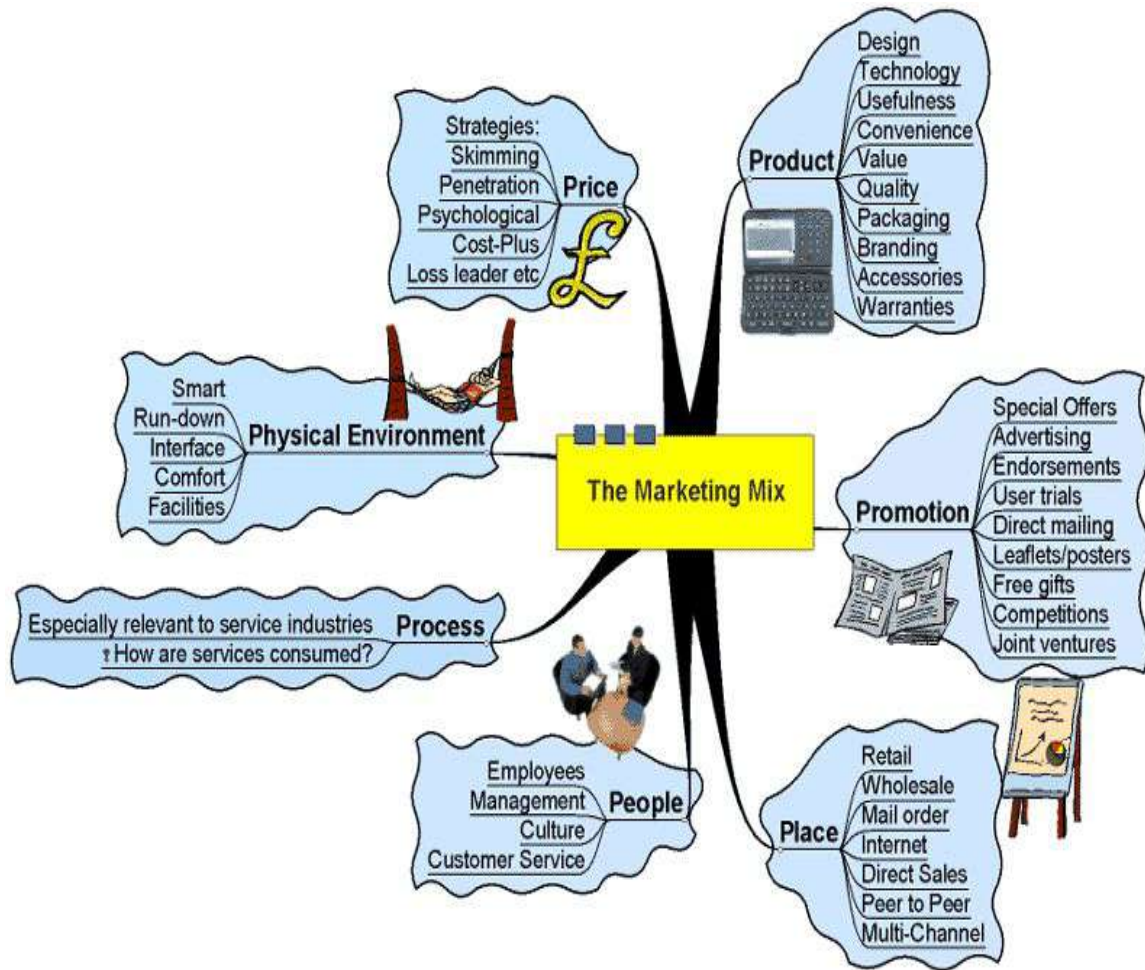
Silly Putty

Play-Doh

Yo-Yo

American Girl Doll

Nintendo



For your project, you only need focus on Product, Price, Place, and Promotion. Some include other Ps illustrated above.

Your grade will be based on how complete each P is described:

Product (20 points)

What is the history of the product?

What different varieties of the product are there? How has this changed over time?

How has the packaging changed?

What is the history of the brand name? Has it changed?

Who is the target market? Boys? Girls? Has that changed?

Price (10 points)

This information might be a little more difficult to find. Do your best!

What was the price of the product when introduced? What is it now?

Are there accessories that are sold with the product? How are those priced?

What is the pricing strategy? Sometimes the actual price of the toy is low and the accessories are high - is that the case with your toy? Explain.

Place (10 points)

Where was the product sold years ago? Where is it sold now?

Promotion (20 points)

How was the product advertised?

Where? TV? Radio? Magazines?

How about now? Is social media used to advertise your toy?

Has the target market changed?

Are there joint ventures --with other companies or with movies, for example?

HAVE FUN!

