

# VOODOO COSTUME COMPANY

I can define and determine a target market for a specific product or service.



I can utilize software to create an advertisement that promotes a product or service.

**Synopsis:** VooDoo Costume Company has hired your marketing team to create a costume for the average middle school student. Sales seems to have dropped off at their stores located in rural areas, like Ellijay. The target market is much like that of Clear Creek Middle School.

Mission:

**1. Define the target market of CCMS students.**

- ☐ Should the costume be for girls/boys/anyone?
- ☐ What are the interest for these students? Sports? Video games? Dance? Hunting?
- ☐ Ages of students at CCMS?
- ☐ Income level?
- ☐ Purchase motivators? Trend driven?
- ☐ Others....

**2. BRAINSTORM DESIGN FOR COSTUME:**

- ☐ Determine what type of costume would increase sales to this Target Market.
- ☐ Consider Color, for girls/boys/all, Functionality for Halloween Activities.

**3. GOAL:**

- ☐ Create a costume with the materials provided
- ☐ Create costume within the time frame given.

**☐ VooDoo will need you to create an advertisement to promote the costume in the next assignment!**



List the characteristics  
of your target market:

Brainstorm Ideas for your costume  
design and list below:

## #8297

### COLD GIRLFRIEND

• FOLLOWS YOUR GIRLFRIEND EVERYWHERE AND HE'S HERE AT THE PARTY

• IDEAL DRESSING FOR ANY PARTY AND ANY WEATHER

• WE'VE GOT IT IN THE BATHROOM, TOILET, AND TOTALS AT THE CASHIER

• FOLLOWS YOUR GIRLFRIEND EVERYWHERE AND HE'S HERE AT THE PARTY

**INCLUDES:**  
• THERMAL LAYER JACKET

**ACCESSORIES WITH:**  
• THERMAL LAYER JACKET

**WEAR:**  
• THERMAL LAYER JACKET

## \$39<sup>99</sup>

## #7738

### MAN STUCK AT MALL WITH WIFE

• THERMAL LAYER JACKET

**INCLUDES:**  
• THERMAL LAYER JACKET

**ACCESSORIES WITH:**  
• THERMAL LAYER JACKET

**WEAR:**  
• THERMAL LAYER JACKET

## \$19<sup>99</sup>



	What you MUST HAVE:	How to Do it:	Sample	Points
1	Put your picture of your product	Insert, Picture, Double click computer, Double click your name, select picture, insert SEND BACKWARDS		15
2	Change the entire background	Copy and paste a picture bkgd from google OR Insert, Shapes, Select a Square, Click and drag to make the square Use DRAWING TOOLS to change the color		15
3	Type catchy attention getter	Insert, WORDART to type, change colors		15
4	List what your discount or special is for the product.	*Either use Insert, WORDART to type *Or Insert, TEXT BOX, click and drag to make a box, type in the box *Change colors		15
5	Details of why someone should purchase this amazing product	See samples. Use wording or pictures to convince buyers they need this!!!	<ul style="list-style-type: none"> <li>Add bullets</li> <li>Be the Talk of the Party</li> <li>One and Only Costume</li> <li>Win Contests!</li> </ul>	20
6	Additional Creative details	Add extra images to make your ad more appealing		10
7	INCLUDE PRICE!!!!	Insert Word Art! Make big and appealing! Cover your cost but be sure to make a profit. Remember Competition!	<b>Price</b> 	10





VooDoo Costume Company knows that everyone has room for improvement  
and every project is a chance to grow as a team and as an individual.  
Rate yourself honestly.

Employability Skills Rubric											
Skill	Eligible Points										Total Earned
	1 Poor/Disinterested				5 Contributed Just Enough					10. Contributed & Enthusiastic	
Work Ethic	1	2	3	4	5	6	7	8	9	10	
Attitude and Respect	1	2	3	4	5	6	7	8	9	10	
Communication	1	2	3	4	5	6	7	8	9	10	
Time Management	1	2	3	4	5	6	7	8	9	10	
Problem-Solving	1	2	3	4	5	6	7	8	9	10	
Team-Player	1	2	3	4	5	6	7	8	9	10	
Productivity and Initiative	1	2	3	4	5	6	7	8	9	10	
Ability to Learn from Criticism	1	2	3	4	5	6	7	8	9	10	
Flexibility and Adaptability	1	2	3	4	5	6	7	8	9	10	
Responsibility and Organization	1	2	3	4	5	6	7	8	9	10	

**Employability Skills Sample Leading Questions**

**Work Ethic: ARE YOU MOTIVATED AND DEDICATED TO GETTING THE JOB DONE NO MATTER WHAT? ARE YOU CONSCIENTIOUS?**

**Attitude and Respect: ARE YOU OPTIMISTIC AND UPBEAT? DO YOU GENERATE GOOD ENERGY AND GOOD WILL? DO YOU RESPECT OTHERS AT ALL TIMES?**

**Communication: ARE YOU BOTH VERBALLY ARTICULATE AND A GOOD LISTENER? CAN YOU MAKE YOUR CASE AND EXPRESS YOUR NEEDS IN A WAY THAT BUILDS BRIDGES WITH OTHERS?**

**Time Management: DO YOU KNOW HOW TO PRIORITIZE TASKS AND WORK ON A NUMBER OF DIFFERENT PROJECTS AT ONCE? DO YOU SHOW UP ON TIME FOR CLASS AND OTHER ACTIVITIES?**

**Problem-Solving: ARE YOU RESOURCEFUL AND ABLE TO CREATIVELY SOLVE PROBLEMS THAT WILL INEVITABLY ARISE? WILL YOU TAKE OWNERSHIP OF PROBLEMS OR LEAVE THEM FOR SOMEONE ELSE?**

**Team-Player: DO YOU WORK WELL IN GROUPS? ARE YOU COOPERATIVE? DO YOU MAKE SURE THAT YOU ALWAYS DO YOUR PART?**

I can collaborate with my peers and demonstrate positive employability skills needed in the business world.