**Sports Marketing – Project #6 – New Product with logo and branding**

You are on the marketing team for a company. You have been given the task to create a new sports product.

1. **Design your product!**

* Decide on an original name for your new product.
* Create a logo, identify colors and create a slogan for advertising the product
* Describe the product like you would for the marketing mix, including features or benefits that set it apart from competitors’ offerings.

1. Create a **professional product label** that will fit on the bottle on the computer.
2. Sign a **player from your fantasy team** to come and endorse it. Get pictures of the player with your sports product.
3. **Determine the cost and price for each bottle**. Describe the the product, and include a list of at least three direct competitors and their prices for similar offerings.
4. **Distribution**:

* Where will your business be headquartered?
* Where will you sell your product? Include at least three specific stores and explain.
* How will you get your product from the warehouse to those retail locations?

1. **Promotion**:

* List advertising and which media you will use. EXAMPLE: Facebook, Billboard, Magazine, TV, Radio etc. Be specific – i.e., not just a commercial but on which channel and what time of day it would air.
* Sales promotion: **Minimum of 2 sales** promotional items:
  + - Ex: Coupon, under cap codes, free samples, Sales discounts, etc…

1. **Selling & Sponsorships:**

* What are the most important selling points (features & benefits) of your product?
* What events, venues, teams will your company sponsor and why? **Include 3 images** of your sponsorship. (One sponsorship should be tied to your team)

1. Now create a **PPT** presentation to present to the class. The absolute minimum amount of slides is SEVEN.

**GRADING RUBRIC** Team Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Names: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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|  | Criteria | Pts. Earned | Pts. Possible |
| Title Slide | * Name of Product (2) * Names of Team and Students (3) |  | 5 |
| Branding / Product Details | * Logo (2) * Slogan (2) * Colors (2) * Bottle shape and size (2) * Label (2) |  | 10 |
| Endorsement | * Celebrity endorsement (2) * Images of product and celebrity (3) |  | 5 |
| Pricing | * Cost to make product (1) * Price & Profits (2) * 3 Competitors (2) |  | 5 |
| Distribution | * 3 Stores that sell your product (3) * Transportation (2) |  | 5 |
| Promotion | * 3 Advertisements (2) * Direct Correlation to Target Market (1) * Sales Promotion (2) |  | 5 |
| Selling & Sponsorship | * Features & Benefits (2) * What events / teams will your company sponsor? Show images of sponsorship (3) |  | 5 |
| Visual & Presentation | * Visually Appealing (2) * Easy to Read (2) * Logical Sequence (1) * Smooth transitions, rehearsed before presentation, NO reading from slides, limited notes. Know your stuff! (5) |  | 10 |
| Overall Appeal of Product | * Quality (4) * Professionalism (3) * Competitive (3) |  | 10 |
| Total Points Earned | |  | **55** |

**Comments:**