**Assignment:**

3 to 5 pages, double spaced, APA style.

* What is your new product
* Target Market
* Marketing Mix:
  + Product
  + Price
  + Place
  + Promotion
* Advertisement for your product

5 power point slide.

BRANDING POSITION

|  |  |
| --- | --- |
| **To….** | Market to all ages, with an emphasis on teens and millenials.    **(Target Market)** |
| **the…**  **(Concept Name)** | (ABC Organic Juice)    **(Category Frame of Reference)** |
| **That…** | Natural organic drink that makes your body happy. Does not crash from sugar or caffine.  **(Rational/Emotional Benefit/Promise)** |
| **That’s because…** | * People are becoming more health consciousness and the need for healthier options. * All natural organic drink that helps provide nutrients the body needs. * Provides natural energy needed for the day * A corporate social responsible product.     **(Reasons to Believe)** |