**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)** |