



STAGE 6: WHAT INFORMS CAMPAIGN STRATEGY

STAGE 6 COMPRISES ONE ACTIVITY

1. Final pitch

PREPARATION

Print off copies for each student of

- Presentations Assessment
- Pitched Votes

OBJECTIVES AND OUTCOMES

- Have finalised the promotional strategies to be used for their project
- Be able to evaluate their work and identify the strengths and weaknesses of their concept
- Be aware of the importance of the four elements of the marketing mix and how they work successfully together
- Be able to recommend appropriate marketing activities for a given business

By now, your students should be fired up to present, in teams, the results of their work over the previous lessons. They will be nervous, excited and, hopefully, inspired with the work they have done. Each student, individually, will complete an assessment for each of the competitive pitches and complete a voting slip to return to you.

The voting slip requires each student to justify their decisions in terms of the five criteria set:

- Content
- Originality
- Environmental issues
- Budget
- Overall presentation

On completion of the presentations and receipt of all the voting slips, you should explain that the winners will be announced at the next lesson.

Then organise a prize-giving ceremony for the next lesson. You may prefer to carry out all this activity within the single class, depending on the number of students.

“OUR SPEED TO MARKET AND ABILITY TO CREATE BRAND LOYALTY IS KEY TO OUR SUCCESS IN THE REGION. WE DELIVER EXTENSIVE NETWORK QUALITY AND FOCUS ON OUR CUSTOMERS’ NEEDS, WHILE PROVIDING SUPERIOR SUPPORT THAT EXCEEDS THEIR EXPECTATIONS.”

Denis O’Brien

ACTIVITY 1

FINAL PITCH

Timings:
50+ mins

Recap on the brief for this project, its importance and how it has been developed by the different groups.

Invite each team in turn, led by their Project Manager, to present their group's Campaign strategy to the class and then question them about the key elements and research undertaken.

- How the creative concept(s) evolved
- How they decided on the key messages
- Why did they choose their promotional methods?
- Did they bust their budget and if so, why?
- Did the Campaign utilise each of the team members' skills?

Students must make notes on each element for discussion. Five minutes discussion follows about each of the team's key elements – strengths and weaknesses, power of presentation and messaging.

- You mark each key element out of five and note the comments against each presentation

At the end, tally the scores from the voting slips and announce the winners.

AWARD CEREMONY

A final recap evaluating and summarising what the students have learned from this real life case study and final congratulations to the winning group!



Now submit your students ideas for the *Bin It! Media Competition* to win €500 for your school and €500 for the team.

Download the competition entry form from www.biniteducation.com/resource and make sure every entry has its own entry form. Submit your entries by 23 March 2018 by email to projectsupport@rapportgroup.com (but it must be under 10MB) or you can post it to:
The *Bin It!* Competition, c/o The Rapport Group, Epic House, 128 Fulwell Road, Teddington, TW11 0RQ, United Kingdom.



PITCH VOTES

Once the last presentation is complete, please complete this voting slip and give it to your teacher.
All lines must be complete.

Name: _____

The best presentation was by: _____ for the following reasons.

Content

Originality

Environmental issues

Overall presentation
