

ADVERTISING:

SELLING IN TODAY'S WORLD



Promotional Mix Assignment

OVERVIEW

Each student should select **two promotional ideas** from the following list:

- Produce a 30-second television commercial
- Design a window display for a mall setting
- Design a billboard
- Produce a 15-second radio advertisement
- Design a half-page magazine advertisement

Students will demonstrate their knowledge of the promotional mix in this assignment, including personal selling, advertising, sales promotion, direct marketing, and publicity.

SCENARIO

Buhi Supply Co. has tasked you with designing the advertising plan for its newest location in the Grand Teton Mall. Buhi is a bag company created by Stukent for simulation purposes and sells backpacks, duffle bags, purses, and more.

Your advertising plan should tell people about the benefits of Buhi's products and services. It should also build customer confidence, attract new customers, and maintain recurring revenue.

Choose two of the promotional ideas below and develop a separate promotion for each one. You may use the same product for both promotions.

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- Design a billboard
- Produce a 15-second radio advertisement
- Design a half-page magazine advertisement

Along with the promotional ads you create, include a one-page description of your advertising plan. Address the following questions for each of your ads:

1. **Why did you choose this type of promotional ad?**
2. **Are there any elements in the ad that may harm Buhi's public relations? Are there any elements that may improve them?**
3. **Does the ad sell merchandise or simply announce it?**
4. **Does the ad provide an adequate sales message or call to action?**

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4. Does the ad provide an adequate sales message or call to action?