

CONSUMER PRODUCT AS IN 'CHOCOLATE MILK'

GOALS:

- To introduce the idea of marketing.
- To create an advertisement.

Note: This exercise can be used as a warm up or as an introduction to lessons on preparing telephone scripts, interviewing and preparing to write résumés and letters. It is also good for group building and having fun.



RATIONALE:

Understanding some basic principles of marketing can help us know how to present ourselves more effectively when looking for work. This lesson gives the participants an opportunity to act out some creative ideas and then apply some of those ideas in creating an advertisement for themselves.

MATERIALS NEEDED:

Flipchart, markers, pens, pencils, other art materials as available, two containers of chocolate milk, one in a milk cardboard carton type container and one in a plastic bottle type, used to fit into bicycle holders, a copy of *Me, As A Consumer Product* for each participant.

METHOD:

Warm Up: An Ad to Remember

Ask group members to recall an ad that stands out in their memory.

Questions to consider:

- What was memorable about the ad?
- What was the ad selling?
- What attracted your attention?
- Did the ad mention any reasons why someone would not want to buy the product? If yes, what were they?

Exercise 1: Chocolate Milk

Divide the participants into two groups. Give each group one of the containers of chocolate milk. Instruct each group to answer the following questions, listed on a flipchart:

- What is the market for this product?
- Who is the consumer?
- What does the consumer need to know about this product?
- List the product's features and benefits. (Features refer to descriptive qualities, while benefits are the positive results of buying or using the product.)
- As a group, prepare an advertisement for this product. Encourage them to draw, write, sing or act out their advertisement. The goal is to sell the product to the target consumer.

Have each group present their advertisement and then discuss in the large group.

Questions to consider:

- What techniques worked well in attracting our attention?
- How did the advertisement depict the product?
- What do you think you will remember about these advertisements?
- When you see chocolate milk now will you have any new thoughts or feelings about it?
- How might this exercise relate to looking for work?

EVALUATION:

CREDIT:

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