

Name: _____

Farm Fresh Marketing

PART 1

Directions: There are 12 logos hidden around the classroom. Find all 12 and fill in the worksheet below with your answer. If you are unsure, leave it blank. The student who accurately completes this activity the fastest wins a fun prize! When done, answer the discussion questions.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

Name: _____

Discussion Questions:

1. Which logos did you recognize and why?

2. Which logos were difficult to identify? Why might that be?

3. What about a logo makes it appealing or memorable? Give two specific examples.

4. What do you think a logo tells us about a company or brand?

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PART 2

Directions: Complete the activity below as you watch the video about the four P's of marketing.

Video: <https://www.youtube.com/watch?v=Mco8vBAwOmA&t=3s>

1. What are the four P's of marketing? List and define them in your own words.

-
-
-
-

2. The video discusses three different "customers" for a hamburger. After watching and using the video for inspiration, create your own customer and answer the prompts below.

Customer:	Draw a picture of your customer:
Description of Customer:	
Product (What about your hamburger will appeal to this customer?)	
Price (What is the right price for this customer?)	
Place (Where will you sell it so your customer sees it?)	
Promotion (How will you promote your product to this customer?)	

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Directions: Complete the activity below as you watch the Culver's video. After the video, answer the conclusion questions.

Video: <https://www.youtube.com/watch?v=Lk2Ehrzybmw>

1. What is the message of this ad?

2. How does it connect Culver's to agriculture and its customers?

3. Why is this approach effective?

4. How does Culver's use the "four P's" in this ad?
 - Product:

 - Price:

 - Place:

 - Promotion:

Discussion Questions:

1. How does a company's target audience impact its marketing strategy?

2. What role do advertisements play in shaping how consumers view a brand?

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PART 3

Directions: In your assigned group, read the scenario below and complete your marketing plan with the requirements listed. The template and rubric will help guide you. When done, you will be presenting your plan to the class.

Congratulations! You have been hired by Culver's as its newest marketing team to develop an exciting campaign for the *Farm Fresh Flavor Initiative*.

Culver's is looking to highlight its commitment to farm-fresh ingredients and support for local agriculture. Your team has been given the mission to create a marketing campaign that will:

1. Promote a *new farm-to-table menu item* that celebrates fresh, locally sourced ingredients.
2. Appeal to customers who value quality, sustainability and community support.
3. Showcase Culver's as a leader in connecting consumers with the heart of agriculture.

Challenge Requirements:

- Design an innovative marketing strategy that incorporates the four P's of marketing (Product, Price, Place, Promotion).
- Develop a creative marketing plan that includes a:
 - Flyer/poster
 - Social media post
 - 30-second video
- Prepare a short pitch (two to three minutes) to present your campaign, convincing Culver's executives (your classmates) why your strategy will make the new menu item a hit! Use the template below to help guide you.

Name: _____

Marketing Plan Template

Team Name: _____

Product Name: _____

Target Audience: _____

1. Product

- Describe your product.
 - What is it?
 - What makes it unique or special?
 - Why will customers want it?

Write your description here:

2. Price

- Set your price.
 - How much will the product cost?
 - Why did you choose this price?
 - Does it reflect quality, affordability or exclusivity?

Write your pricing strategy here:

3. Place

- Decide where to sell your product.
 - Where will customers find it?
 - Why is this the best location?

Write your distribution plan here:

4. Promotion

- Plan your promotions.
 - How will you advertise your product?
 - What will make your promotion stand out?

Write your promotional strategy here:

****Bonus Points:** Add a catchy slogan for your campaign.
Slogan:

Name: _____

Marketing Plan Rubric

Area	4 Points	3 Points	2 Points	1 Point	Total
Content	All required content is included.	Most of the content is included, but there is one piece of the required components missing.	Content is confusing and is missing two of the required components.	Two or more of the required components are missing.	
Clarity and Creativity	The plan is easy to understand, and all elements are clearly spoken. Creativity was used.	The plan is easy to understand, and most elements are clearly spoken. Some creativity was used.	The plan is hard to understand with very quiet speaking. Little creativity was used.	The plan is hard to understand, and one cannot follow the thought process. No creativity was used.	
Presentation Skills	Students are thorough and maintain eye contact.	Students are somewhat professional and depend on the presentation.	Two mistakes are heard in the presentation.	No evidence of preparation.	
Time	Presentation was two to three minutes in length.			Presentation was either under or over the allotted time frame.	
Total					

Comments: