

Name: _____

Product Marketing

Part 1

Directions:

Choose 15 different commercials to watch on YouTube and fill out the worksheet below. At least two of the commercials must be on John Deere products. When done, answer the analysis questions.

Commercial Evaluation Worksheet

Commercial Evaluation. As you watch the TV commercials, think about the overall effect the commercial has on you as the consumer. Use the chart below to evaluate each of the commercials. Use the boxes to check mark any of the criteria that each commercial meets, as well as to make any other notes or interesting points about each commercial.

	Indicate your yes or no answer in the cells below with check mark.						Company and product name	
	Did the commercial include ...				Is the message ...			
	A jingle?	Real-life figures?	Animation?	Small print at the bottom of the screen?	Clear?	Aimed at a specific age or gender?		
Commercial 1								
Commercial 2								
Commercial 3								
Commercial 4								
Commercial 5								
Commercial 6								
Commercial 7								
Commercial 8								
Commercial 9								
Commercial 10								
Commercial 11								
Commercial 12								
Commercial 13								
Commercial 14								
Commercial 15								

Name: _____

Commercial Analysis Questions:

1. Which commercial sticks in your mind the most? Why?
2. Which commercial do you think will last the longest (continue to be aired on TV)? Why?
3. Which commercial is the most unique? Why or how?
4. Of the commercials you just viewed, have you seen an “updated” version recently? If so, which one? What is different with the new commercial?
5. What role do commercials play in your wanting or purchasing a product?

Name: _____

Part 2

Directions:

Step 1: Join your group for the project. Using what you learned about good advertisements, you will have a chance to create your own commercial and print advertisement for your new product! Use the assignment sheet and rubrics to help guide the creation of your advertisements.

Step 2: When you are done with your advertisements, you will swap with another group. Use the rubrics to provide feedback to the other group.

1. Video Advertisement

- **Length:** 30 to 60 seconds
- **Content Requirements:**
 - **Introduction:** Briefly introduce your precision agriculture product.
 - **Features and Benefits:** Highlight at least three key features of your product and explain how it benefits the user (e.g., improves efficiency, saves time, reduces costs).
 - **Demonstration:** Show the product in action, either through visual representation, animation or a demonstration scenario.
 - **Call to Action:** End with a clear call to action, encouraging viewers to take the next step (e.g., visit the website, contact for more info or make a purchase).
- **Audio:** Clear and professional audio; background music is optional but should not overpower the narration.
- **Visual Quality:** The video should be well-lit, stable (avoid shaky camera work) and use high-resolution visuals.

2. Print Advertisement

- **Type:** Choose one format—flyer, brochure or poster.
- **Content Requirements:**
 - **Title and Tagline:** Include a catchy title or slogan that grabs attention.
 - **Product Description:** Provide a concise, persuasive description of your product, focusing on the most important benefits and features.
 - **Visuals:** Include at least one high-quality image or graphic of your product or how it's used.
 - **Contact Information:** Provide information on how to contact for more details or where to purchase (e.g., website, phone number or social media handles).
 - **Call to Action:** Encourage potential customers to take immediate action (e.g., "Order Now!" or "Learn More at www.xyz.com").
- **Design Elements:** Use appealing fonts, colors and layout. The design should be clean, professional and easy to read.

Name: _____

Commercial Rubric

	4 — Accomplished	3 — Satisfactory	2 — Basic	1 — Very Limited	Total
Content	Clear, engaging, and well-organized; highlights all key product features & benefits effectively	Includes most key features and benefits but could be more engaging	Basic explanation of product features with limited engagement	Missing key features or benefits; unclear	
Visuals	High-quality visuals demonstrating product use; clear and professional production	Good quality visuals; somewhat engaging but could use more clarity or creativity	Poor visuals; unclear or distracting	No demonstration or visuals	
Audio	Clear, professional audio; background music is well-balanced and enhances video	Audio is mostly clear, with minimal distractions or background noise.	Audio is unclear or difficult to understand.	No audio or completely inaudible	
Call to Action	Strong and clear call to action that encourages viewer engagement	Call to action is present but could be more compelling or clear.	Call to action is vague or not emphasized enough.	Call to action is unclear or missing.	
Creativity	Highly creative and engaging; keeps the audience interested from start to finish	Engaging, with some creative elements that capture attention	Lacks engagement; very little creativity	No creativity or engagement	
Total					

Comments:

Name: _____

Print Advertisement Rubric

	4 — Accomplished	3 — Satisfactory	2 — Basic	1 — Very Limited	Total
Design and Visual Appeal	Well-designed, clean, professional layout with excellent use of colors, fonts and images	Design is simple but functional; could be more polished	Design is cluttered or unprofessional; hard to read	No design or very poor visual quality	
Content	Clear, concise and compelling product description; highlights key features and benefits	Content is acceptable but lacks persuasiveness or detail.	Content is unclear, incomplete or ineffective.	No content or very unclear	
Call to Action	Strong, clear and direct call to action	Clear call to action but could be more compelling	Call to action is unclear or missing	No call to action	
Creativity	Highly creative and original; stands out and grabs attention	Creative with a few original elements that catch attention	Some creative aspects, but overall standard	No creativity	
Relevance to Product	Strong connection between advertisement and precision agriculture product	Good connection to precision agriculture but could be strengthened	Minimal connection to precision agriculture	No connection to precision agriculture	
Total					

Comments:

Name: _____

Part 3

Directions:

Choose one of the marketing careers below. Use AgExplorer.FFA.org/career/ to help you research that career and fill in the worksheet below.

Marketing Careers: Brand manager, communications specialist, digital marketing lead, digital marketing specialist, graphic designer, marketing manager, marketing specialist, public relations specialist, social media strategist

Chosen Marketing Career:

1. What are three to five typical responsibilities for this career?

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-
-
-
-

2. What is the typical employer for this career?

3. Why is this career role important for the marketing of PST products?

4. Do you think you would enjoy working in this career role? Why or why not?

5. How does this career role contribute to the success of the product or company in the PST sector?