**The Sports Drink Assignment**



A new sports drink company wants your marketing firm create a new sports drink and to find a sport for the company to sponsor, research the market surrounding that sport, and prepare a marketing plan. The company wants consumers to see this product as fresh, exciting, invigorating, young, and daring.

Individually or with a partner, complete the following activities:

1. Design a label for your client’s drink that will attract the attention of its desired customers. Include your name and slogan (bonus marks for creating the actual sports drink)
2. Plan an advertisement for your client. Outline the steps you take to develop the ad.
3. Prepare a marketing plan and write an outline of the main points. (See Elements of a Marketing Plan) Items to help you with the marketing plan
   1. Use the Internet, to research a sport. It can be a team or an individual sport. What kind of publicity is the team or individual seeking? Why? What features of this sport can be related to the product’s characteristics?
   2. What are the demographics of the fans of the team or individual athlete? Include age range, gender majority, income, education, and information pertaining to the fans’ participation in sports.
   3. Prepare a questionnaire to hand out to fans attending an event. What five essential pieces of information do you want? What reward will you offer the fans for filling out the questionnaire?
   4. Explain to your client why these fans will be attracted to the beverage?
   5. Research which media your fan base uses most. (Television, Internet, Newspapers, Radio)

You will have 3 work periods.

Due Date: Hand in all items a)-c), before midnight on Wednesday, May 4

**Elements of a Marketing Plan**

* There are six basic elements, or sections, found in most marketing plans:
  + **Executive summary** – is an overview of the entire marketing plan, it briefly addresses each topic in the plan.
  + **Situation analysis** – is a study of the internal and external factors that impact a marketing plan. Internal factors; target market, current performance, and financial resources. External factors; competitive, political, economic, regulatory, legal, technological, cultural, and industry trends. From these factors a company can conduct a *SWOT* analysis. (Strengths, Weaknesses, Opportunities, Threats
  + **Marketing goals/objectives** – to be useful, an objective must; be simple, be single-minded, be specific, be reasonable, be measurable, and contain a time frame.
  + **Marketing strategies** – is a method that identifies target markets to make marketing-mix decisions (include the 4P’s) that focus on those target markets. The plan must possess a *point of difference* in comparison to its competitors.
  + **Implementation** – is putting the marketing plan into action. (Use steps and/or timelines)
  + **Evaluation and control** – involves answering questions. The company reviews sales data, market share, brand name recall, or any other area from the marketing plan objectives.

|  |  |
| --- | --- |
| |  | | --- | | **Sports Drink Assignment Rubric** | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CATEGORY** | **/55** | **4** | **3** | **2** | **1** |
| **Marketing Plan** | /30 | Marketing plan reflects an exceptional degree of creativity and an understanding of both the event and the target audience.  Covers all major parts of the marketing plan and more. | Marketing plan reflects creativity and an understanding of both the event and the target audience.  Covers most of the required elements. | The marketing plan reflects minimal creativity and understanding of both the event and the target audience.  Some major parts of the marketing plan are missing. | The marketing plan does not illustrate an understanding of the event and target audience.  Marketing plan is poorly completed. |
| **Label** | /10 | Label is very creative and would entice customers to purchase the item.  Bonus marks for creating a prototype drink. | Label is good, attractive and would do well in the market. | Some creativity went into the label but could have done a better job. | Poor effort, label would not attract customers. |
| **Advertisement** | /10 | Excellent ad that would attract customers. Contains above and beyond information for the customer. | Good ad to attract customers. Includes good information. | Ad covers major points, but more effort could make it a lot better. | Needs more work and creativity. Advertisements need to wow the consumer. |
| **Grammar and Spelling** | /5 | Capitalization, punctuation, spelling, and grammar are correct throughout the marketing plan. | There is one error in capitalization, punctuation, spelling, or grammar. | There are two errors in capitalization, punctuation, spelling, or grammar. | There are more than two errors in capitalization, punctuation, spelling, or grammar. |