



# Teacher Notes

## Development Session 4



### OVERVIEW

Development Session 4 is for students to look at how they will market their Big Idea, and to whom, as well as to get them to really think about creating a strong brand identity.

### RESOURCES

Logos and branding PPT from S4TP website  
Market and Competitor Research Top Tips sheet from S4TP website  
Marketing & Promotion Top Tips sheet from S4TP website  
Team business plans  
Pens  
Big Ideas Day Posters and Workbooks  
Challenge 4 - Options A) Customer profile; B) Survey; C) Advert

### INTRODUCTION

Start the session with students in their teams. Explain that they will be looking at branding and marketing of their Big Idea. Explain that there are all sorts of ways to promote their Big Idea. However, in order to reach the right audience, the teams first need to decide who their customer is. What are the best ways to reach these people? Only then can they form a brand that is appropriate to the people they are targeting. They could come up with a great-looking cute logo that children would love, for example, but if they are trying to target adults in business, their branding is not likely to be effective.

### ACTIVITY INSTRUCTIONS

- Who will your main customer be? Who will buy your product, use your service or take part in your campaign? Saying 'everyone' is unlikely to help with your marketing - you need to be as specific as you can - think about age, background, geography, etc.
- Create a mind map of all the places you could promote your Big Idea and highlight what kind of customer would access each place. e.g. school intranet (students, teachers, parents, governors), Twitter (students, teachers, parents, other schools, general public, businesses, organisations), etc.
- Look at the two Top Tips sheets (provide for each team) with your team, and use them to brainstorm your customer and how you can find out more about them, as well as about your potential competitors. Which places would be best to promote your Big Ideas to reach your specific customers?
- Pages 5 and 6 in the Business Plan - Start to fill in this section with your team. Remember that your customer might not be an individual, they might be another organisation or company. You will have to do some research around your potential customers, and really think about the most effective way to reach them, and be prepared to back up your comments with proof from your research.
- Have you created a logo yet? Let's have a look at this PPT and think about some good advice for designing a logo. (show PPT - and this link is also very useful for advice <https://logogeek.uk/logo-design/why-logos-matter/>). Use this for branding your Business Plan.

### CONCLUSION

All the teams, by the end of the session, should have at least broadly filled in pages 5 and 6 of their business plan. If they haven't already created a logo teams need to have done this prior to the next session, and make sure to send it through to the S4TP team as soon as possible so we can upload it to their team page.

### CHALLENGE

We have designed a challenge for each development session - this can either be done as a development session or as a homework challenge, whichever works best for you.

Challenge 4 has three options to choose from - Options A) Customer Profile; B) Survey; C) Advert - the details are on the Challenge 4 sheets on the website.