



# Teacher Notes

## Development Session 4



### OVERVIEW

Development Session 4 is for students to start to look at how and who they will market their Big Idea to and develop their logo.

### RESOURCES

Logos and branding PPT from S4TP website  
Market research & competitors 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 (COVID restrictions permitting). Explain that they will be looking at marketing and promotion of their Big Idea. Explain that there are all sorts of ways to promote their Big Idea. However, in order to market their idea to the right audience the teams first need to decide who their customer is. When deciding how to promote their idea they need to think carefully about who they want to promote it to, who and where they are. What are the best ways to reach these people?

### ACTIVITY INSTRUCTIONS

- Start the session by asking the teams to decide who their main customer will be emphasise the fact that saying 'everyone' is unlikely to help with their marketing - they need to narrow down their customer as much as possible.
- Ask the teams to create a mind map of all the places they could promote their Big Idea and highlight who would access each place. e.g. school intranet, Twitter, posters etc.
- **Question 10** - Who is your target customer? What are their needs? What influences their decisions? What do they usually buy/use? Where would they usually buy similar products/services? Explain that their customer might not be an individual, they might be another organisation or company. Encourage the teams to undertake some research around their potential customers.
- **Question 11** - How will you promote your Big Idea? Where will you sell your product or service? If your Big Idea is a campaign, where and how will you get people involved? Explain to students that this is where they can show the judges that they really understand who their Big Idea is aimed at.

### CONCLUSION

All the teams, by the end of the session, should have filled in sections 10-11 of their business plan. If they haven't already created a logo teams need to have done this prior to the next session.

### 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 - Create a **A) Customer Profile, B) Survey or C) Advert** - the details are on the Challenge 4 sheets on the website.