

# Marketing Mix Visual & Commercial

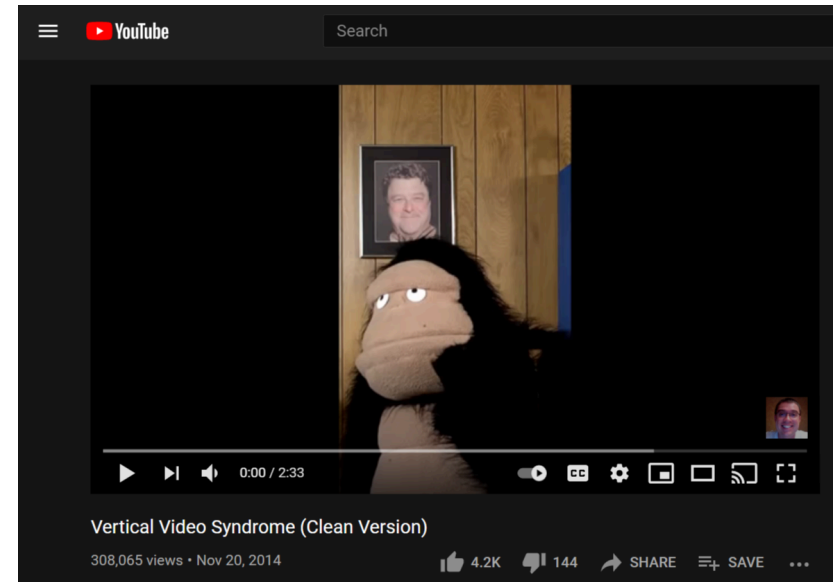
## Video Production Considerations

If you want to be a professional in the video marketing business, take TV Productions with Mr. Dwyer. We will talk about a few key considerations for your commercial.

- First, we'll check out [this video](#) about camera orientation for video.
- Think about shooting in clips (at least **12 seconds** long) and combining the clips together.

### App Recommendations:

- iOS - [iMovie](#)
- Android - [Quik](#), [Adobe Premiere Clip](#)
- App (iOS & Android) & Web - [WeVideo](#)



## The Challenge – Marketing Mix Visual & Commercial

Your team is in charge of marketing for an up-and-coming company. Find a product to market. It has to be a **product**, not a service. I will challenge you to use a **unique product** (not something everyone else has). It will be easier if someone has **access** to this product. You can create **additional features** it might not have (eg. smart glasses).

You may work in groups of **five or less**. Who are you working with? (name & class hour)

### Step 1

Create a visual (poster, [infographic](#), presentation, [etc.](#)) that contains the marketing mix ([product](#), [price](#), [place](#), [promotion](#)) and specific target market (demographic, geographic, or a combination) for your product. The visual needs to be informative, media-rich, and professional. Add your visual as an image in the **space below**. Show me your completed visual **before starting Step 2**.

## Step 2

As part of your product promotion, you need to create a commercial. The commercial needs to be **at least 30 seconds** and should include elements of your marketing mix (eg. how much, where to buy, etc.). Hopefully, someone in your group has a device that can be used to record. Your Chromebooks could also be used. Send me your **video** on Google Classroom. You may need to add your video to Google Drive and share a link (make sure to [check the sharing settings](#)). Add your video to [this collaborative page](#) ([Padlet](#), add group names & class hours) and provide constructive feedback to at least one other group.

Use this rubric to **self-evaluate** your project. Make sure to turn in the rubric. We will cover key points together and look at some example projects.

Use the rubric below to self-assess your project. Turn in this completed rubric. Here is an [overview video](#) of this project with examples (14:36).

Criteria (or Standard)	1	2	3	Feedback/Reflection
Did you create a visual with info about your marketing mix (4P's & target market)? <b>Are your 4P's based on your specific target market?</b>				
<b>Target Market</b> - Did you give a specific description of your target market using demographic or geographic segmentation?				
<b>Product</b> - Did you describe the features/benefits of your <b>product</b> ? What makes it unique/different?				
<b>Price</b> - Did you set a reasonable <b>price</b> for your product?				

<b>Place/Distribution</b> - Did you describe how you will get your product to customers?				
<b>Promotion</b> - Did you describe all the ways you will <b>promote</b> your product? You should use at least two methods.				
Does your visual look good? How well did you use copyright free media (images, video, graphics, ect.)? Is the visual high quality?				
Does the commercial include elements of the marketing mix? Is the video creative, engaging, and high quality?				
<b>TOTAL</b>				

**1** = not yet ('C' or lower, revise to improve); **2** = satisfactory ('B', revise to improve); **3** = excellent ('A' or full points)

22 Pts

ADD BEST EXAMPLES??

MORE POINTS??