

Name	Period
------	--------

Energy Bar Marketing Project DUE _____

You have been asked to **develop a brand new energy bar**. You will come up with the product idea, packaging, brand name, energy bar name, and price. Remember, products are aimed at **Target Markets** (specific consumers that have wants and needs in common). **You need to decide who your target market is; who do you want to buy your energy bar?**



Your design is DUE on _____ by 3pm – LATE DESIGNS AUTOMATICALLY LOSE 20 POINTS. We will use class time, but you can take it home and work on it there as well. **This is worth 120 points.** You **WILL MOST LIKELY FAIL** the Term if you do not turn this project in.

Include the following:

Neatly TYPE A PARAGRAPH that includes answers to the questions below. Use complete sentences and correct spelling & grammar. Glue or tape to page 3 of your project.

1. **Target Audience** (10 pts.) Who do you want to buy your energy bar? Example: “My energy bar is designed for health conscious teenagers, especially athletes. “
2. **Identify your Mascot OR Logo:** (10 pts) What are you using as your logo? Example: “My mascot is Rhonda the Road Runner who symbolizes a cool teenage athlete.”
3. **Taste** (5 pts) – Describe the taste of your energy bar. Example: “My bar tastes like apples”.
4. **Advertising** (5 points)– Name a T.V. show, channel, or time slot that you would choose to run a commercial for your energy bar. Example: “I would advertise my bar during track meets and on sports channels”.

Glue or tape **this** colored paper to page 2 of your project.

*The following things need to be integrated (included) into your **design** and be shown on your large piece of paper. **When grading, points will be subtracted for every missing item. Double check each item on this sheet to make sure you don't lose easy points!***

- A. Name of the **company** producing the energy bar? (5 points) (No real company names)
- B. **Name** of your new energy bar. (No real energy bar name). (10 points)
- C. Select a **promotion** to use in marketing this energy. Show it on the front or back. (10 points)
 - i) Example: Free gift, coupon, 2 for 1 offer, etc.
- D. **Artwork for the front of box** (20 points) “Presentation Quality” but **must be hand drawn, NO glued pieces on** (tracing is ok).
- E. **Artwork for the Back of box** (20 points) Same rules from the front of the box apply. Don't be lazy
- F. Indicate the **Size** of the Box on your design paper. (5 points) Length, Height, and Width in inches
- G. Indicate the **weight** of the box in your design. (5 points)
- H. Put the **price** of your energy bar on your box's design. (5 points)
- I. **Market Research** (10 points) Look online and find information for **2** different energy bars.
 Price for Box divided by # ounces in box=Price per ounce

Write your answers right here in this table. **REAL prices on REAL Energy Bars.**

Name of Energy Bar	Date of Receipt/Ad	Price for Box/Bag	Store	# ounces in box	Price per ounce	Target Market
#1						
#2						

