Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing Activity 6.3 –Thinking About Product Promotions

*Instructions: Save this document in your Office 365 Account. Read each question below and answer it in the space provided. Save all of your updated answers and share it to* *tellsworth@fillmorecsd.org* *when done.*

1. Using the internet find an example of a product promotion that was develop

based on a movie.

a. Tell me what that product is and how it was tied into the movie in its

advertising.

 b. Explain why you think a company would want to participate in that

type of promotion.

2. We all love receiving free samples when we are walking around a grocery

store. Tell me one advantage and one disadvantage of providing free

samples of new products.

a. Advantage of providing free product samples:

b. Disadvantage of providing free product samples:

3. The internet is used by businesses for many reasons; for communication, for

promotion, for advertising. Some internet advertisements’ use of color,

movement, images and links can be very distracting.

a. How do you think those features can be used effectively to attract

attention and communicate effectively with customers?

b. Most consumers identify pop- up ads as annoying. Despite that they

are still effective advertisements. How is this possible? Explain.