

Diffusion of Innovation Project-160pts

Every group/table has been assigned a product. Using the Diffusion of Innovation model to market the product. Write your plan in Microsoft Word. Make sure to identify each of the six steps.

Table 1,6: A basketball that never deflates

Table 2,7: Jeans that never fade

Table 3,8: A car that drives itself

Table 4,5: A phone that charges using air

- Times New Roman
- 12 size font
- Double spaced

*****Remember:** Reference “The Standard” while you are writing. Your assignment will be deducted points for not following the writing standard.

1. Target Market (potential buyers)-40pts

- Describe your target market. Include age, sex, gender, where they live, the highest form of education they have, if they have children, are they married, and anything else you believe is important.
- Describe a day in the life of you ideal target.
 - Example: Our target market is men ages 25-45, married no children. A day in the life for our ideal target would be as follows: He wakes up at 8:00am, gets dressed, and eats the breakfast made by his wife at a table. He drives to his full time job in the business industry. He drives a four door truck. He plays basketball after work two days a week. He goes to the gym three times a week. He enjoys watching action movies and sports TV shows. He spends time with his two dogs and visits his parents on the weekend.
 - You can add as much detail as you would like
- Explain why you chose that target market
- **This description should be at least two paragraphs.**

2. Product positioning-20pts

- Describe the image you would like your target to have when they think about your product.
- Why is your product better than the other competing products out there?
- Build your products identity
- Explain why you chose that identity for your product

- **This section should be at least one paragraph**

3. Product Concept-20pts

- How are you going to strengthen this product in the eyes of your target market (potential buyers)?
- What is the “compelling reason” for buying your product?
- What “extras” are you adding?
- Explain why you chose these

- **This section should be at least one paragraph**

4. Marketing Strategy-40pts (Paragraph 20pts, Ad-10 pts, Commercial 10 pts)

- How are you going to market your product?
- Include all the ways you are going to advertise your products
- You have to include advertisement in your strategy.
 - You can decide whether they are print or online
 - You need to make a print advertisement for your product
 - Include:
 - A picture
 - A slogan
 - Be creative
 - You need to write a TV commercial script
 - A 60 second commercial
- Explain why you chose these

- **This section should be at least one paragraph (not including the print ad and commercial)**

5. Distribution Channels-20pts

- Where are you going to sell your product?
 - Online or in a store?
- Which stores?
- Internationally or nationally?
- Explain why you chose these

- **This section should be at least one paragraph**

6. Pricing- 20pts

- How much are you going to charge for your product?
- Why? Explain your reasoning

- **This section should be at least one paragraph**