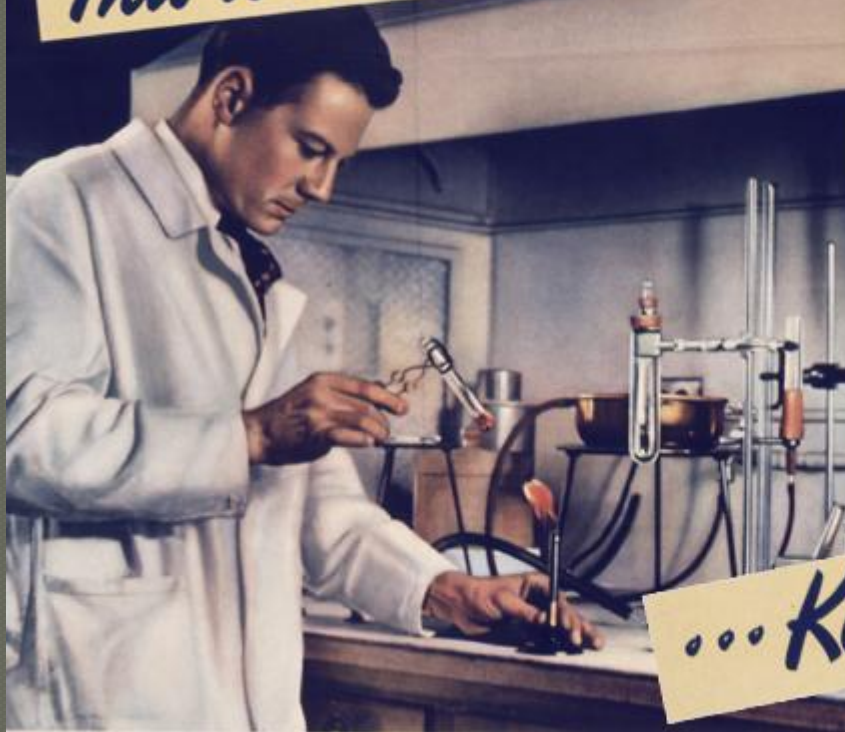


Free Enterprise System

Free Enterprise System

- ◉ No one person, group or government agency decides **how much** should be produced or **what price** should be charged.
- ◉ Business people are free to make these decisions themselves.
- ◉ Individuals are free to decide how they will earn and spend their incomes.

This is America..



...where free enterprise encourages men to invent, create and improve. Where American genius brings good living to a nation. This is your America.

... Keep it Free!

Advertising

- Influences consumer choices
- Sends media messages



Super Bowl commercial



How much does it cost for a 30 second commercial during the super bowl?

2.7 billion dollars!

Advertising Techniques

- Product Characters
- Slogans
- Endorsements
- Emotional Appeal
- Logo

Product Character

- Creating a recognizable character in order to create an image for a product or service...
- Gecko
- Red Headed Girl
- Tucan Sam
- Captain Crunch
- Pillsbury dough boy



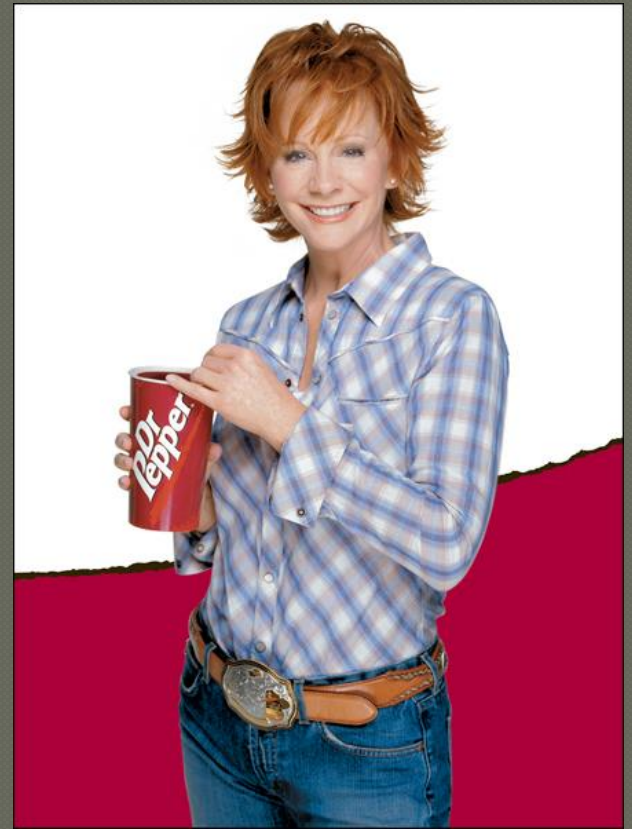
Slogans

- A set phrase that is used to easily identify a product or service...
- “Low Prices Every Day”
- “Like A Rock”
- “Market Fresh Every Day”
- “Just Do It”
- “Taste the Rainbow”
- “Do What Tastes Right”
- “You’re in Good Hands”
- “You Have a Friend in the Diamond Business”



Endorsement

- When advertisers use famous people to promote their products...
- Michael Jordan: Hanes
- Jessica Simpson: Proactive
- Reba: Dr. Pepper



Types of Media

- **Print Media:** newspapers and magazines
- **Electronic Media:** radio, television, internet, infomercials
- **Direct Mail:** mail-order catalogs, store circulars, coupons
- **Social Media:** businesses use social media sites like Facebook and Twitter to advertise products and services

Emotional Appeal

- Using customers emotions to have them relate somehow to a product.
- If you use this product you will be...
 - Popular
 - Pretty
 - Have white teeth
 - Find your true love
 - Be rich
 - Be more happy

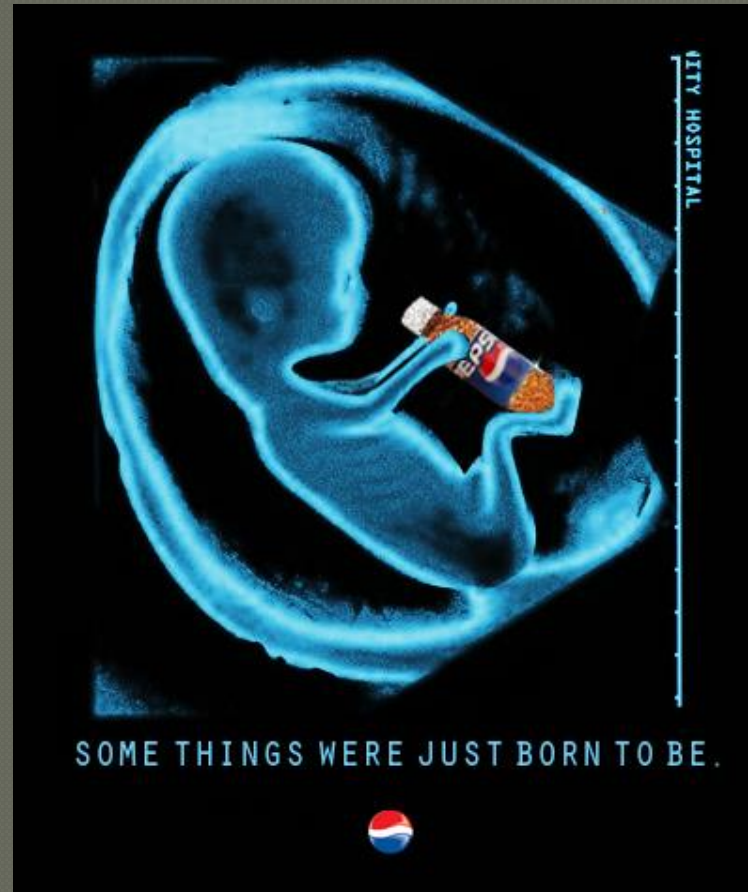


Logo

- Recognizable symbol that quickly allows customers to identify product or service.



1. Pepsi Ad



2. Michael Jordan



3. Mcdonalds Ad



4. John Deere Ad

**BEHIND
EVERY GOOD MAN
IS A GREAT
TRACTOR.**

(AND A SMART WIFE WHO BOUGHT IT FOR HIM.)

 JOHN DEERE

5. cologne Ad



6. Jordan Ad



7. kitchen aid ad

What's new in dishwasher fashion? KitchenAid portables in new Golden Harvest.

You always get a lot in a KitchenAid dishwasher. Like amazing dependability, virtually service-free operation, outstanding performance and long life.

And now, you also get the newest appliance color, golden harvest, in two handy, portable models.

A top-loading portable that's ready to use the minute you wheel it in your kitchen. No installation necessary.

Or a front-loading convertible. You can use it as a portable now. Any time you want, you can have it built in.

Easily. And there's no conversion kit to buy.

So be sure to see the new golden harvest portables at your KitchenAid dealer. (You can find him in the Yellow Pages.) Or write KitchenAid Dishwashers, Dept. 9DC-5, The Hobart Mfg. Company, Troy, Ohio

45373.



KitchenAid
Dishwashers and Disposers

KitchenAid Dishwashers—20 years of good old-fashioned quality.



The Chef
does everything
but cook
- that's what
wives are for!

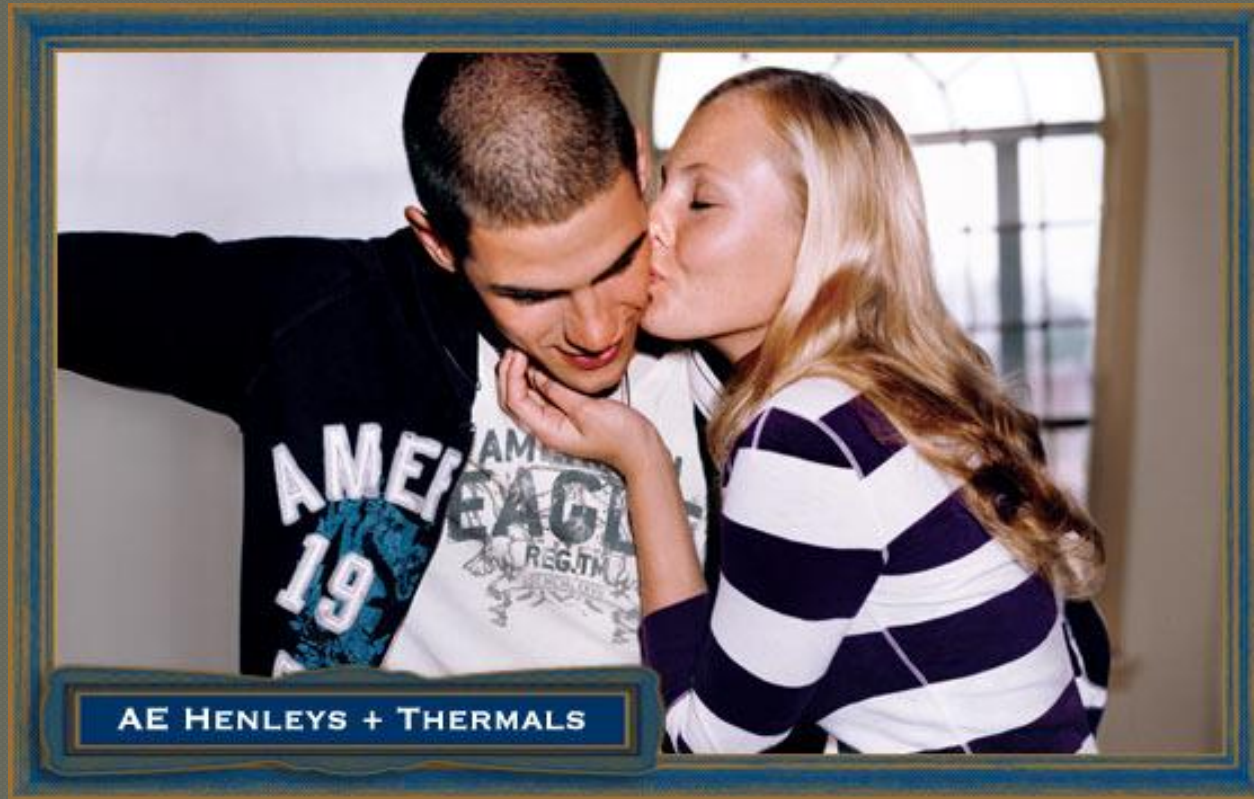
I'm giving my wife a

Kenwood Chef

8. Frosted Flakes

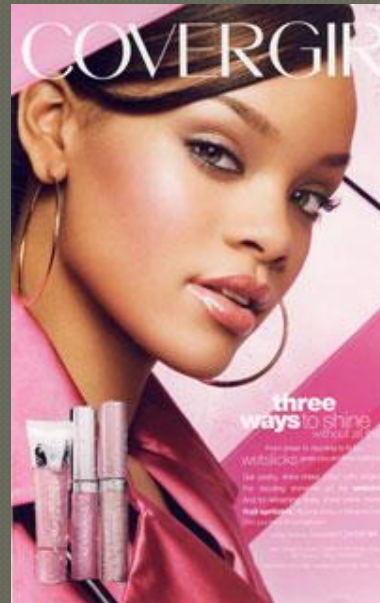


9. American Eagle Ad



AE HENLEYS + THERMALS

10. Covergirl ad



Mini Free Enterprise Project

- ◉ You are going to get the opportunity to create your own business!
- ◉ We are going to set up a market in our class next period where you will sell a product.
- ◉ You will get assigned to groups of 3.
- ◉ You will have the rest of this period and the next to work on this assignment.

PRODUCT PACKAGING

- Must incorporate your brand somewhere on the product.



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I decide what product you sell and how much!

Actually, I'm going to create my own product in a competitive market



DAY ONE:

In your group of 3, you will...

- ① 1) Create a unique product
 - Two Options:
 - A visual representation or
 - An actual product
- ② 2) Come up with a business name
 - Be creative!
- ③ 3) Create an Advertising Campaign for your Business/Product
 - You will use the poster I provide to showcase your:
 - Logo/Slogan/Product Character
 - Business/Product Name
 - Emotionally appeal to your potential buyers

DAY TWO:

In your group of 3, you will...

- ④ 4) Use the Market Survey to help you determine a product price.
- ④ 5) Decide on a product price, under \$50
 - You will have this price showcased at the sell
 - Everyone will have “pretend money” to buy the different products
- ④ 6) Produce your product
 - You will need 25 to sell for next period
 - You could do product packaging to make you stand out.
 - Be sure to present it in a fun and creative way!
 - Either Visual Representation or Actual Product

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DAY THREE:

In your group of 3, you will...

○ RULES:

- Create an attractive booth that features your advertising campaign and product.
- One person needs to remain at your station at all times!
- You will use the INVENTORY SHEET to keep track of how much you sell.
- Your price needs to be showcased at your booth.
- Students will get \$50 each. YOU CAN ONLY BUY FROM 6 BOOTHS!
- At the conclusion, group will evaluate their product.

Political Ads



Where is this the
perfect place to live many
years? Or tray?

No!!!



<http://www.webcasu.../dove-evolution-commercial.html>