Names:

**Product Promotion Activity:**

In groups of four, review the Four Key Elements of Promotion from your note packet then watch the video “Not Everything makes the Cut”. This commercial was launched during the Superbowl in 2020. Answer the following questions.

Answer the following questions from the commercial.

1. What things did they use to attract consumers attention during their message?
2. What products (goods, services or ideas) were being promoted if any?
3. Was it a specific product? Why or why not?
4. Where can you buy these products?
5. Who is the target market?
6. From the four purposes of promotion in your notes, which of the four do you think was the purpose of this message?

From the Four Key elements of a message from your notes, answer the following:

1. Message: Every good promotion begins with some form of message. After watching the video, discuss what is the **message**?
2. What Media was used to deliver the message?
3. Were there any specials or offers included?
4. What was the Timing of this commercial?
5. What do you think it cost to do this commercial?