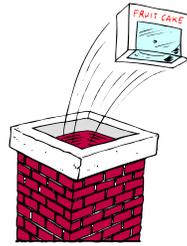


FRUITCAKE MARKETING CHALLENGE



Every entrepreneur faces the challenge of developing a way to reach out and “grab” the attention of customers and clients. They must be able to decide what is **unique** about their product or service, focus on those **features**, and then convey those features as distinct **benefits** to the target customers. Failing this challenge means failure of the enterprise.

A good entrepreneur has to learn how to do all of these steps. It means refining those skills or hiring others to do it. And, for new entrepreneurs, money is **always** an issue. So, by developing your creativity and marketing skills now, you have a better chance of applying it to your future (or current) entrepreneurial venture.



So, time to begin. Your challenge is to create a marketing campaign theme for a special fruitcake. Yes...fruitcake. It’s the gift that some love to get, many have given, but most like to joke about, especially this time of year. One of the things that will set your fruitcake apart is that it has **NO** alcohol content. All of the flavor is there, but none of the alcohol. And, the shelf life remains the same. What more could you ask?

You may take on this marketing challenge as an individual or as part of a marketing team. Your teacher/instructor will tell you which is preferred.

The Task/Mission:

1. Go online to research basic facts about fruitcake in general; history, what it is, typical ingredients, companies that sell fruitcake, packaging options typically used by these companies, etc.
2. Create a name for your special fruitcake.
3. Develop a list of the features that **your** special fruitcake will have as well as the benefits.
4. Create a marketing campaign theme based on your special fruitcake.
5. Prepare a 3-5 minute sales pitch for your campaign theme and your fruitcake. You can use display boards, PowerPoint slides, show cards, posters, video, or other appropriate media.



What You’ll Be Judged On:

- Creativity
- Depth of Knowledge of Your Product
- Ability to Translate Features Into Benefits
- “Selling” Skills (Ability to convince your audience that **YOUR** fruitcake is the best!)

