

## Marketing Strategy

The Marketing Strategy Competition will be all about the rebranding and the creation of new products of well-known companies such as Tesla, Apple, Amazon, etc. Marketing Strategy is the overall plan of any company or business to understand the needs and wants of customers. For any major in any industry, this is another very useful skill that will look AMAZING on the resume!

Judging Criteria:

- Oral Delivery of Product and Marketing Campaign
- What is the overall goal for this campaign?
  - What do we want our customers to do after watching this campaign?
- Creativity and Originality
- Knowledgeable of Marketing Techniques
- Overall Presentation

Prompt: You will be given a company for you and your group, and the goal is to create a new product with a marketing campaign. The product must follow the company's mission statement, but can be completely out of this world! Some ideas can be a new feature to an Apple product, a new Tesla car, or even a new way to deliver a package. Make it creative and fun, but remember to incorporate the marketing campaign with different ads or commercial ideas.