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Marketing Internship Module 2– New Product and Packaging p. 772

Essential Question – How can a company conceive and market an exciting new product?

Internship Goal – to develop, design, and create a new pet product. Develop, design, and create an effective package for the product

To Begin: 1. Consider all of the pet product lines available. (use the provided GO)

2. Consider all of the items available under each product line.

3. Watch the Shark Tank episode for the new pet product. (as a class) <https://www.youtube.com/watch?v=KmCr9WRkJIs>

4. What type of pet would you like to develop a product for? Cats, rodents, fish, dogs, reptiles, birds??

5. What type of new product do you think you want to develop and why?

Scenario: The pet industry is a $45 billion industry. Pet food alone accounts for $17 billion of that. Many pet owners humanize their pets with owners spending billions of dollars on grooming, services, spas, daycares, clothes, toys, housing, and other accessories. This industry includes technological advances like apps, online magazines, websites, and social media sites.

Your Job: A pet product company wants your marketing firm to create an exciting new pet product and packaging for it. They would like for you to discuss with them how to market a new product that is in the introductory phase.

1. Describe your product idea

Product description:

Approximate price range:

1. Justify the need for a product like this. Why would someone buy this particular product?
2. Who is your target market?
3. What are your plans to reach this market? Describe your marketing communications plan. Where are you going to advertise? What will your advertisements look like? Why?
4. Where/how do you plan on selling this product?
5. Describe your packaging? Describe any special features of your packaging.
6. What will be all of the purposes of your packaging?
7. What special information is needed on the packaging and why? Which government agency will you need to have approve your packaging?

**ATTACHMENTS:** Attach a drawing of your product, a drawing of your package, and a drawing of one advertisement idea to this project packet.

**HOMEWORK:** Produce a prototype of your package and be prepared to present/discuss in class. Due Monday.