



## **Stage Eight : Advertising and Ordering**

**Duration: Ongoing throughout sales weeks (23<sup>rd</sup> January – Through Trading Weeks)**

Stage 8 of the project is all about advertising in order for the children to be successful in the selling of their products. The 'Dragons' have invested their money into each team and they will then have this amount, not as real money, but as their spending limit. They are now able to order their materials through their school and begin to keep their accounts. All expenditure needs to be recorded in the children's accounts and staff in the school will supervise and verify these. Expenditure will be caused by the buying of materials and the costs and charges the teams will incur. All accounts will need to be submitted to the project coordinator on the Friday following a trading week. It's important to note that schools may only trade for a **maximum of 8 weeks** in total, and less time trading will be acceptable.

Once materials are ordered the children will be ready to begin the advertising of their product.

The children might also want to think about the marketing mix. The **Product** covers both the goods and the services. The **Goods** are physical objects and the **Services** involve using a facility or expertise within an organisation. For example, a café offers food and drink and services such as a place to sit and items served to the table.

**They may create posters, a website, a video commercial and may write letters to parents of children at the school explaining the project and what and where they will be selling. These activities may all be completed in any way participating schools choose, suitable for their setting.**

When creating their marketing materials the children may wish to think about the following things:

- The specific target group their age/gender/lifestyle
- Catchy phrases or pictures the group might relate to
- Design
- Does it grab people's attention/interest/desire
- Have you used your logo?
- When will your product be available?
- Contact details?
- Give prices
- Are there any offers or events?

**The price is important in the marketing of the products and services and each company might consider different ways they might market their product.**

- Special offers
- Group and special discounts
- Peak and off-peak pricing

All methods of advertising will incur costs to the teams and these will need to be logged on their accounts. ([Please see the 'Costs and Charges' guide](#))

It is encouraged that the teams share their adverts with their partner teams in order to collaborate with their global companies, teams are also encouraged to and share their adverts with The GEC Coordinator, Chloe Farrant, to share amongst schools in order to inspire and motivate pupils. Stage 8 activities may run for several weeks alongside the manufacturing and selling of the products.



If you have any questions about any of these steps please do not hesitate to contact Chloe, the project coordinator, [cfarrant@gec.education](mailto:cfarrant@gec.education)

Stage 8	Advertising and Ordering	<ol style="list-style-type: none"><li>1. Design posters</li><li>2. Write letters</li><li>3. Create film commercial</li><li>4. Create a website</li><li>5. Order materials</li></ol>	Advertising stuck up/posted/played/live for potential buyers to view	Comment on each other's advertising outcomes  <a href="#">Information Sheet 8</a>
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- Children may design posters to advertise their product and company.
- Children may write letters to parents to explain the project.
- Children may create a TV commercial to advertise their product.
- Children may create a website for their company.
- The children should order their materials through the school ordering system in order to manufacture their product.