**MC GRP PROJECT NOTES**

1. Be careful not to waste time on 1 topic
2. Speak confidently, clearly and don’t worry, we got this 😊
3. Don’t read from slides excessively
4. Time goes really really fast so present quickly and effectively.
5. Take into consideration cost of printing posters as well.
6. Make sure everyone has a good and equal part when presenting and knows when to present
7. More competitors for brand competitors
8. Define quality of product
9. Brand Value, Target Audience, occupation, region, income
10. Brand Appeal, brand execution
11. Solid Marketing proposal (must relate to other months)
12. Must be connected and support each other
13. Do in detail – Approach-poster- (what’s unique in mine?)
14. What’s innovative? How can u be more innovative?
15. How is it distinct?
16. Give comparison of nutrition when coming up with healthy donut
17. Marketing objective must be clearly explained
18. Poster on how u can do the campaign
19. Why choose a certain advertising appeal?
20. Must be sure of what we’re saying and must be able to answer questions afterwards.
21. Diets customized for certain people.
22. Make an app and encourage people to download.
23. Customization
24. More impactful if say something good will happen in 2-3 weeks if u do this.
25. Can use banners. Aim at lifestyle.
26. Advertise early using social influencer (eg-3 months in advance)
27. Reach specific target audience
28. Identify nearest location for product. If go there, burn calories. Excitable, loyalty generated.
29. Demonstration is good in the form of body workouts, for example.
30. Brand image must be clear
31. Idea- Compare price and quality with two other competitors in the form of a table
32. A bit of humour keeps the audience engaged
33. Don’t write not available. Say no political association but justify why.
34. Talk about SG and Global Markets
35. Make customers have a positive idea about the brand
36. Don’t read from the paper. Know your material well.
37. Need to focus on whether global market is ready or not.
38. Need a direction how campaign should be successful
39. Must attract customer
40. Shorten Gantt chart
41. Do not keep repeating things.
42. If mention trade shows, give a name of a trade show.
43. YouTube ads
44. Buses, billboards not global so don’t use for global market ads
45. Contest- e.g.: collectable items
46. Crowd Sourcing
47. Invite everyone to come up with a design. Good selection of items as a prize
48. Speakers
49. Overseas people come in
50. Sustainability
51. Don’t show price of coupon
52. No profit, generate awareness – that’s the most imp. Invest in promoting
53. Cheaper way-social media
54. Regular Insta posts, sometimes emails
55. Don’t go too fast
56. Can give a customer’s perspective
57. Can show popularity (of company) using graph or pie chart
58. Expand in S.E Asia too
59. Remove unhealthy perception
60. Untapped market gives an opportunity
61. Appeal to emotions.
62. Special campaign, collaboration on poster.
63. Price of every channel must be mentioned
64. Pros, cons of course as well. Reduce to 2-3 only
65. Events to promote and put product in the market
66. It’s hot so promote the idea of ‘cool and refreshing’
67. Price for celebrities to be taken into account.
68. Charity- CSR
69. Truck with Dunkin’ promotion goes around
70. Accessibility
71. Remove colours from slides because while it may look nice, it’s actually difficult to see when presented on the slides.
72. How will weather, climate change (env factors) make an impact on the company? How does it affect it?
73. Must know source of research (eg: Research from SMU)
74. The timeline must be well presented and well organized. We must know everything about it and be able to explain it well.
75. Popularity through exposure in films, ads etc when it’s new