**6-3-5 Brainstorming** Result

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| --- | --- |
| idea one | More advertisement* More information on our website
* Events notified on our new flyers
* Cooperation with the school (advertisement on flyers/posters)
 |
| idea two | No online Sale* Difficult to transport to other uninvolved countries
* Website needs continuous care which cannot be provided by students
* Hard to communicate with random customers
 |
| idea three | Different product offers* More colors
* Different designs
* Contact 3Freunde about changes
 |

 ****Topic of the session: «How can we more successfully sell our t-shirts?»

Group A

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| --- | --- |
| idea one | Erasmus Project in the newspaper to make it more public and tell all generations about the project and the story behind it. |
| idea two | Promote our T-Shirts @ school events by using poster, flyer, video clip or microphone. |
| idea three | Use the opportunity to sell our shirts to other schools or something like a sport club by also advertising in public. |

Group B

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| --- | --- |
| idea one | New design: new sizes, cuts, survey ( to see, what people want), for different ages-> children, teenagers, adults |
| idea two | Advertising our shirts: evening for parents, flyer, poster, tv spot, newspaper, webpage ( a link of our page on the school-website) |
| idea three | Advertising fairtrade, so people are willing to pay more for a T-shirt, fairtrade day in school-> once a year, show the difference of fairtrade and normal productsSame points of idea two |

Group C

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| --- | --- |
| idea one | Advertising in newspaper (own newspaper), radio Make new flyer |
| idea two | Wear the t-shirts Post pictures of the t-shirts  - competition for the best picture  |
| idea three | Make a fair trade event or sell the t-shirts on school events |

Group D

Group E

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| --- | --- |
| idea one | Make an Instagram account: online advertisement -> fast, easy, everybody uses it |
| idea two | Make more designs, specific design for specific events (sport event), design for children |
| idea three | Social event in town: location to sell there to reach people |

Group F

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| --- | --- |
| idea one | **Better Social Media:** website, regular facebook updates, twitter etc. |
| idea two | **Improve Communication:** with customers |
| idea three | **Underline the Fair-Trade Aspects:** Explain, why it’s so expensive |

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| --- | --- |
| idea one | Inform that the price (≈20€) is so high because of the good quality, it’s not a normal T-Shirt. We have to refer to Fair trade, and also explain our main target to the people: promote fair trade and good quality products, with fair work conditions and fair salary. Use the symbol of fair trade to make it known:W:\Institut\1r de BATXILLERAT\Erasmus +\8pgL_2j4.png |
| idea two | When you buy a T-Shirt, you get a little present. It refers to big orders and we could give some products of fair trade, like chocolate, coffee, pens, and so on. We also could do some offers, like 2 for 1 or a % of the prize reduced, but only when we have already sold many T-Shirts, for financial reasons. |
| idea three | We think that local markets and fairs could be a good place to sell our T-Shirts, because of the viral marketing and the knowledge from the people in the area. Also in some special festivities from the different countries we could do some offers with special designs (Fira del Llibre per Sant Jordi, Spain/Schulfest, Germany). |

Group G

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| --- | --- |
| idea one | Inform more about fair trade and create awareness of it, e.g. by doing meetings to make it more known |
| idea two | Talk about the international amount of t-shirts so the delivery to every country is faster |
| idea three | Make more effort especially in advertisement for the target group, e.g. by speaking with the customers (and making contracts) |

Group H

Group I

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| --- | --- |
| idea one | Professional photoshooting with boys and girls who wear the T-shirts and show them on our facebook website. |
| idea two | Advertise our product by flyers (in shops), posters, and in social media, networks… (videos, and pictures which show the working conditions in most countries and show that Erasmus+ can change this). |
| idea three | Develop new designs periodically. |

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| idea one | Creating a website, and sell the t-shirts online.The website should be the main place of business for our company. |
| idea two | Creating an account on Instagram & Twitter, and addressing especially the adolescents. |
| idea three | Advertising in the city for our t-shirts, especially at events. |

Group J

Group K

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| --- | --- |
| idea one | Posting pictures and videos on social media (facebook, instagram, twitter) |
| idea two | Sell the shirts in the city |
| idea three | No idea 3 |

