**Worksheet for a marketing task**

VIDEO CLIP, COMIC, BILLBOARD

**Instructions:**

- create **advertising material promoting your company and its products** in your mixed team  
- split into smaller groups and divide separate tasks:  
**1) make a video** **clip** (max 1 minute long) promoting your company and its product(s) – prepare a script, cast a role to each team member, shoot a video and upload it on the Padlet board; be ready to perform it in front of other mixed teams  
**2) create a comic** telling a story of your product, use [www.toonytool.com](http://www.toonytool.com) and make 9 – 12 frames, download it and add on the Padlet board  
**3) design a billboard** promoting your product, add your company logo and a slogan as well, take a photo and upload it on TwinSpace

**Task steps:  
1) Find out more about your company** from the presentation made at the Tábor and Reykjavik Events  
**2) Create and upload advertising material** according to the above instructions  
3) Together **perfom a story from your video clip** live with all team members

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General points of a company presentation

1 Company profile

- Name

- Logo   
- Slogan

- Type: start up business - student training firm

- Company people: founders

- Target group (who you will sell your product to)

2 Product

- Description

3 SWOT analysis

- Strengths/weaknesses/opportunities/threats

4 Corporate social responsibility

- Support (how you will help – people in need? animals? environment?)

5 Product department – producing T-shirts

**ESTIMATED TIME: 3 HOURS**