

Product Launch Project Instructions

BMA-IBT-2 Apply technology as a tool to increase productivity to create, edit, and publish industry appropriate documents.

BMA-IBT-5 Demonstrate understanding of the concept of marketing and its importance to business ownership

BMA-IBT-6 Use professional oral, written, and digital communication skills to create, express, and interpret information and ideas.

Ethics Statement:

Students will model work readiness traits required for success in the workplace including teamwork, multitasking, integrity, honesty, accountability, punctuality, time management, and respect for diversity.

You will have 3 50 minute class periods to complete this project.

In this project you will investigate the launch of a new product or service. You may create a [Google Slides Presentation](#) or [Piktochart Infographic](#). Please keep in mind the time constraints and your competency with the selected program.

In your project:

- Identify the 4 p's for the product
 - Product: What are the features of the product? How is it packaged? Etc.
 - Place: Where can the product be purchased? (do NOT say everywhere, be specific)
 - Price: What is the price of the item? How does this compare to competitor's products?
 - Promotion: How is this product advertised?
- Who is the target market?
- What challenges did the company face when introducing the product?
- Was the product successful? Why or why not? (find research that supports your answer)
- What lessons do you believe the company learned? Where can the company go from here? Have they updated or made changes to the product since the initial launch? Why or why not?
- If YOU were going to market the product in the future, what changes would you make to the marketing campaign?
 - Provide at least 2 suggestions for future campaigns.

Other required element:

- Group member names
- Product listed
- Template used throughout
- All content is professional
- Pictures or graphics are included

NAME(S):

Criteria	Points Possible	Points Earned	Teacher Feedback
Group Member Names	1		
Product Identified	1		
Product (features, packaging, etc.)	3		
Place (where it is sold)	3		
Price (price & competitor prices)	3		
Promotion (advertisements)	3		
Challenges	2		
Product Success	2		
Lessons Learned (future of the product, updates, etc.)	4		
2 Marketing Campaign Suggestions	4		
Template Used Throughout	2		
Professionalism, Grammar, Capitalization, Spelling, etc.	5		
Pictures/Graphics	2		
Total Points	35		

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Who is the target market?

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The launch of a GoPro

The 4 Ps:

product: The camera is a little device that is capable of shooting a full HD video, it is shock proof and completely waterproof. It's a small size, light weight, and rugged body allows it to be versatile and usable across the board of action, adventure sports.

Price: an average price of the GoPro \$300-\$400. It is one of the most affordable cameras on the market.

Place: All GoPros can be purchased online on their website. In addition, GoPro products can be found in various retailers including all of the electronic suppliers.

Promotion: GoPro offers daily photo and video contest, and they promote their winners all over. This contest is a cost-efficiency way to promote their brand.

Target market: GoPro focuses on the psychographic target market, which places high emphasis on the values, attitudes and/ or lifestyles of its market. With its famous tagline 'Be A Hero' and product range named after 'Hero', GoPro sells the idea of inspiration, passion, and personal heroism.

Some of the challenges that GoPro faced was it struggled with its GAAP metrics GoPro's GAAP EPS (earnings per share) stood at $-\$0.22$ in 2Q17, compared with $-\$0.66$ in 2Q16. Its free cash flow remained negative, at $-\$219.9$ million, which is likely to impact GoPro's growth prospects and limit its R&D (research and development) expenses and acquisitions.

How did GoPro become successful: GoPro built up a very large social following, which includes; 5.5 million 'likes' on Facebook, over 600,000 followers on Twitter, and over 880,000 subscribers on YouTube. This social success lead to them being named the highest place brand in the Consumer Electronics category (and the only brand in the Consumer Electronics category to make the top 100) in the 2013 Social Brands 100 (#SB100), and 27th place overall.

GoPro probably learned what products customers like and what they don't like. They probably learned what products work best in underwater or a shock wave

GoPro has launched a fusion 360-degree camera, a hero6 camera.

100/100

Saving...

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Return

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Files

Turned in on Sep 23, 8:14 AM

Jessalyn Clemons ...

Grade

100/100

Private comments

Mindy Pierce
Sep 30, 8:25 AM

Great project! I can tell you understand the 4 P's of Marketing well.

12/5/2019

Capture.PNG

NAME(S): Jessalynn Clem

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Group Member Names	1	1	
Product Identified	1	1	
Product (features, packaging, etc.)	3	3	
Place (where it is sold)	3	3	
Price (price & competitor prices)	3	3	
Promotion (advertisements)	3	3	
Challenges	2	2	
Product Success	2	2	
Lessons Learned (future of the product, updates, etc.)	4	4	
2 Marketing Campaign Suggestions	4	4	
Template Used Throughout	2	2	
Professionalism, Grammar, Capitalization, Spelling, etc.	5	5	
Pictures/Graphics	2	2	
Total Points	35	35	

Great project!
Good font choices,
very professional!