

# Design and Marketing



## Learning outcomes

### **Pupils will learn:**

- About the importance of marketing and how to do this for their product or service

### **Pupils will be able to:**

- Reflect on market research and make their idea even better
- Understand the importance of developing a brand or identity for their business
- Design a brand logo and packaging for their product or service
- Plan how they will market their product or service



## Recap

# What can we learn from our market research?

- Do your possible customers like your idea?
- How much would they pay for your product or service?
- What else did you learn about where and when to run your business?

Design and Marketing  
Worksheet 3

**MONEY**  
Make £5 Grow

**Our marketing checklist**  
Add your ideas about how you'll market your business and attract customers.

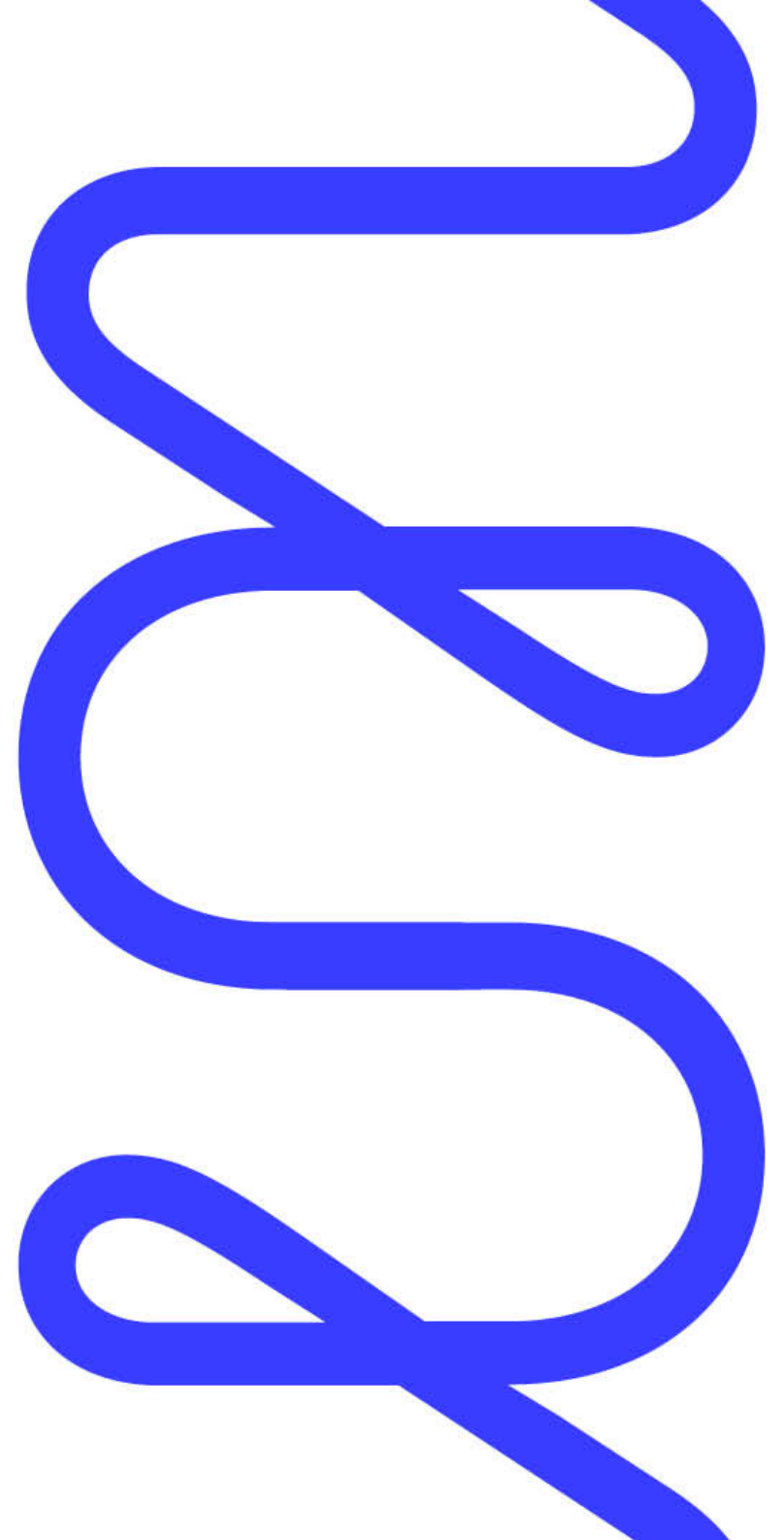
How will people know what we are selling?	How will we attract people to where we are selling?
How will we display our product or service?	Will we have any special offers?
Our product or service	

## Recap

# How can we make our idea even better?

- What did your customers like about your idea?
- Was there anything they didn't like so much?
- Did you get any good ideas to make your idea even better?

In this module, we are going to begin to design our ideas. **Are you excited?**



## Starter activity 1

# Name the brand!

A brand is a name or symbol that identifies a business.

**Here is Virgin Money's brand:**

The logo for Virgin Money, featuring the word "MONEY" in a red, stylized, sans-serif font. The letter "O" is replaced by a red circle containing the word "Virgin" in its signature white script font.

How many brands  
can you recognise  
and name?

## Starter activity 1

Name the brand

1.



Starter activity 1

Name the brand

2.



Starter activity 1

Name the brand

3.





Starter activity 1

Name the brand

4.



Starter activity 1

Name the brand

5.



Starter activity 1

Name the brand

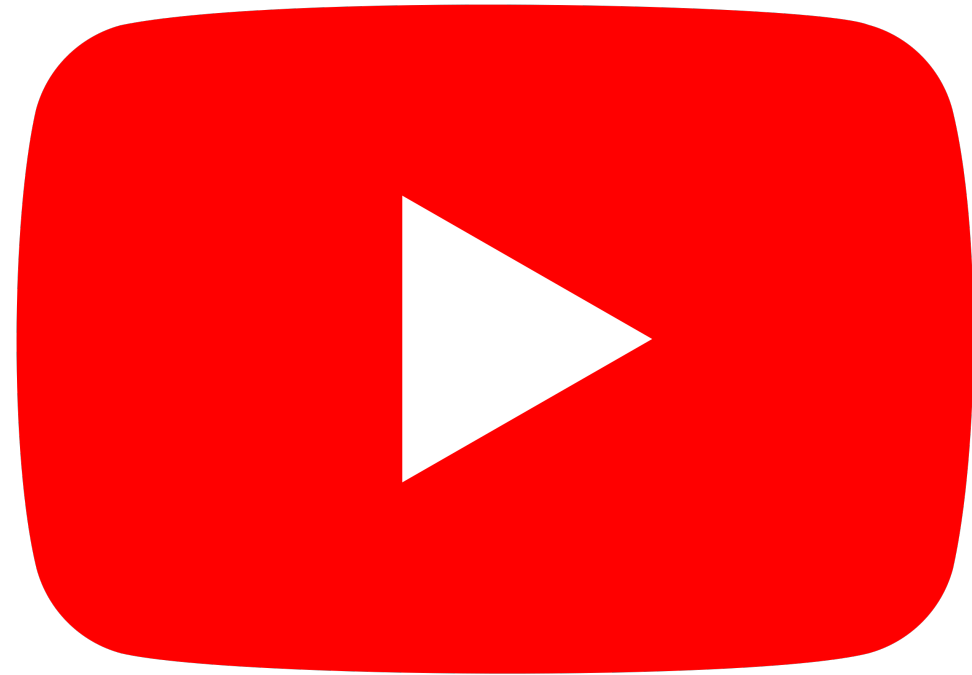
6.



Starter activity 1

Name the brand

7.



Starter activity 1

Name the brand

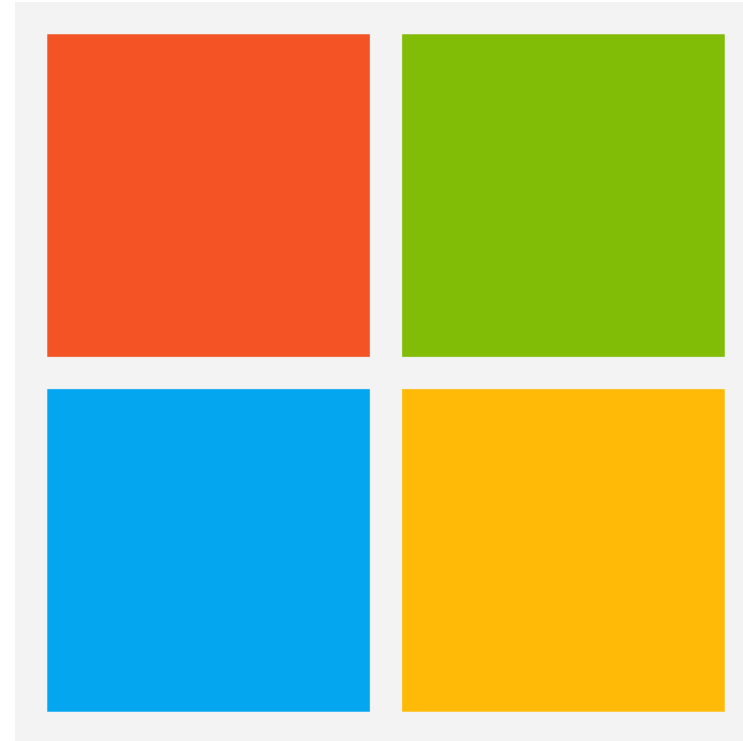
8.



Starter activity 1

Name the brand

9.



Starter activity 1

Name the brand  
10.



## Starter activity 2

# Take Five to stop fraud

- Logos help us to recognise brands that we trust
- Fraudsters pretend to be trusted brands in order to steal money or sell fake goods



### STOP

Take a moment to stop and think before parting with money or sharing personal information.

### CHALLENGE

Could it be fake?  
It's OK to refuse if you're not sure.

### PROTECT

Contact your bank immediately if you think you've fallen for a scam and report it to Action Fraud.



## Main activity 1

# An eye-catching logo

What **name and symbol** could help to **identify** your business? **Discuss with your team.**

Think about your product or service idea:

- What shapes or symbols could you use?
- What colours?
- What would be a great name?

Design and Marketing  
Worksheet 1

**MONEY**  
Make £5 Grow

**Idea generator**  
Think of at least one business idea based around a hobby, something people can't buy, or an event or festival!

A hobby or interest we enjoy is...	A business this could start is...

Something people can't buy at school is...	A business this could start is...

Use Worksheet 1 to draw your brand logo and write your brand name in your teams

## Main activity 1

# Perfect packaging

Packaging helps to protect a product and attract customers. Discuss with your team:

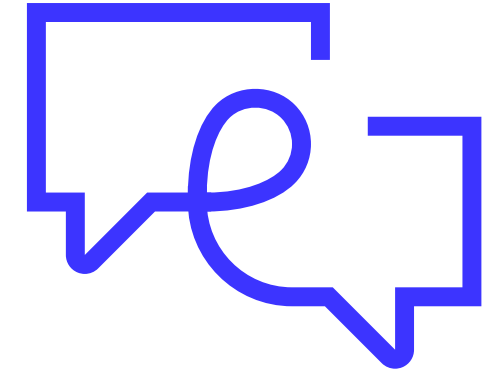
- Will you need packaging to protect your product?
- How could you make your packaging eco-friendly e.g. are you using recyclable materials?
- How could your packaging stand out and attract customers?
- What packaging costs will you include as you plan your spending?

If you're going to provide a service, what will you need to provide it?

**Discuss with your team**

## Main activity 2

# Marvellous marketing!



Marketing means choosing the right thing to make or do and then attracting customers to buy it! Think about the **'4Ps'**:

### PRODUCT

- Features
- Quality
- Brand
- Packaging

### PLACE

- Where you'll find your customers, to sell
- When you'll sell

### PRICE

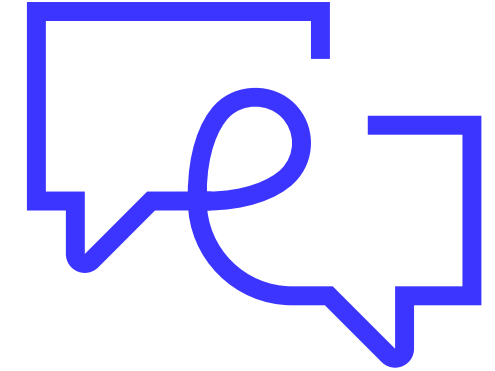
- Value for money
- Makes a profit
- 3 for 2 offer

### PROMOTION

- Advertising
- Word of mouth
- Emails

## Main activity 2

# Plan your marketing!



- What does marketing mean? Tell your partner!
- How will you market your business to customers?
- What marketing costs will you include as you plan your spending?

With your team,  
complete your marketing worksheet!

## Roundup 1

What's next as you plan to  
Make £5 Grow?

Keep developing  
your great ideas!

Think about how  
you'll spend your £5  
to get started

## Roundup 2

# What have I learnt?

Complete the questions on  
Worksheet 4 to find out how  
confident you are about marketing  
at the end of the module

Design and Marketing  
**Worksheet 4**

**MONEY**  
Make £5 Grow

**My confidence about money**

**How do I feel right now?**  
Circle how confident you feel about each sentence:

I know how our market research can help to improve our idea	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
I can explain why a good logo is important	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
I know why product packaging matters	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
I can name some ways we can market our idea to attract customers	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

**At the end of the module**  
How has your confidence changed?

I know how our market research can help to improve our idea	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
I can explain why a good logo is important	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
I know why product packaging matters	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
I can name some ways we can market our idea to attract customers	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

**Something I've learned about designing and marketing:**  
.....

**What I'm most proud of in this module:**  
.....

**Something I'd like to learn more about:**  
.....

Well done

You have completed Module 4

