

Marketing your product

Name:

Product:

What is the name of the product
(often not filled in until last!)

Audience:

Who is your target audience?

Value propositions:

What sort of things do your audience like?

What sort of things do they want to be like?

What do they value as important?

Product design:

A labelled diagram of your product making clear the USP and additional features

Package design:

Colour, form and function need to reflect some of the value propositions and the USP

Key adjectives/adverbs:

Which words best describe the image you want for your product? List to pick from for the slogan and future writing

Slogan ideas:

Great slogans use few words and focus on one key USP

Logo/icon design:

Logos and icons will feature on Twitter, Instagram etc. They need to be simple and clearly linked to the product and the value propositions/ USP behind it.

Think colour and form.

USP:

Which Value Propositions will you decide will form your Unique Selling Point? Features of the design and marketing will reflect this. Could be more than one.

WHO WILL YOU BE?