

Create a Promotional Campaign

Cowabunga Corporation

Cowabunga Corporation is about to introduce a brand new product to the world. It is solar-powered lawn mower. Its new dyna-sensitive panels generate 250% more electricity than standard panels. It works on UV rays, so even cloudy days provide plenty of power.



Now, break into teams and produce a promotional campaign. Each team must create one of the circled promotions for this campaign:

1. Consumer Sale Promotion 1
2. Social Media 1
3. Press Release
4. Trade Promotion
5. Consumer Sales Promotion 2
6. Social Media 2
7. Publicity
8. Event/cause Sponsorship
9. Personal Selling