

Binxy Cats Unit 1 Project



Project Description

Advertising is very influential in creating demand for a product. As a result, there are changes in supply. Advertising and marketing directors spend millions of dollars each year to let consumers know about the benefits of their products. To better understand this billion-dollar industry, you are going to the marketing director for *Binxy Cats Corporation*. Your job is to create a new *Binxy Cats* candy and market it to a specific group of people. This will be shot as a commercial, so allow your creativity to flow!

Part One: Binxy Cats Background Information (20 points)

I. Select all applicable target markets:

Target Markets:

- a. Kids: Age 5-9
- b. Tweens Age: 10-12
- c. Teens Age: 13-17
- d. Young Adults Age: 18-29
- e. Thirty (BUT STILL YOUNG) Somethings Age: 30-39
- f. Adults Age: 40-60
- g. Seniors Age: 61 +

II. Next, research three different consumer demographics that are considered while marketing.

Consumer demographic- characteristic or quality that a particular market demands/purchases.

- ex. Senior citizens love fiber and prune juice.
- ex. Kids hate vegetables.
- ex. Teens like clothes and iPhones.

III. Using the *Binxy Cats* Worksheet, list the three consumer demographics and how your commercial utilizes this information to market their product.? Must include three Internet resources (NO WIKIPEDIA). It may be helpful to Google search – “consumer demographics” or “market research” or “consumer trends” with the term “candy.”
-Highlight the quotes, trends, and statistics you used in your report and write a short report on what you found out about your particular target market. Attach your three highlighted sources to the *Binxy Cats* Worksheet.

IV. Finally, on your *Binxy Cats* Worksheet discuss two positive and two negative externalities that can occur.

Part Two: *Binxy Cats* Graphing Production Possibilities and SPICE (25 Points)

On a separate paper;

1. Create a supply/demand schedule for *Binxy Cats* with 10 price points and 10 quantity points
2. Identify the equilibrium, the point of underutilization, and the “future.”
3. Create a second graph and show how a left shift in demand and the new equilibrium price P_1 , Q_1 . Write a one-paragraph scenario explaining what factor of production caused this shift
4. On the second graph, illustrate a right shift in demand and the new equilibrium price P_2 , Q_2 . Again write a scenario using a different factor of production to explain the shift.
5. Repeat steps 3 & 4 on a different graph but this time use the principles of SPICE.
6. Finally, create two more graphs, one that has price points that shows *Binxy Cats* are elastic and another that shows they are inelastic.

YOU WILL HAVE 5 GRAPHS IN TOTAL

Part Three: Commercial (50 Points)

A video tape a 3-5 minute commercial with two or three other group members. Only one can be “camera person,” everyone else must star in your commercial. Your video will be graded on how well it appeals to the consumer demographics of your target market.

Your video must include:

- The product name, “*Binxy Cats*.”
- The flavor.
- The price.
- A catch phrase.

Part Four: Oral Presentation (5 Points)

Each group will give a short description of their market and demographics the day of the in-class presentations.

BINXY CATS CORPORATION

Other Details:

Please turn in the project in the following order:

- Cover Page
- Check List
- *Bixny Cats* Student Rubric
- *Bixny Cats* Worksheet
- Informational Material (written work & accompanying highlighted resources)
- 5 Graphs in the order they are presented above.

This project is due _____ and is worth 100 points

Group Member Names & Contact Information:



Please feel free to E-mail me with any questions. All students are required to turn in their own research, worksheets, graphing, and written material. Everyone in the group is responsible for doing an equal amount of work on the video. However you agree to divide that up is up to you!