

Lesson: Product Differentiation + Advertising

The logo for CEE (Center for Entrepreneurship & Enterprise) is located in the top right corner. It features three concentric green circles of varying shades, with the letters 'CEE' in a bold, dark blue font to the right of the circles.

- Check In: Shoes
- Warm Up: Wings Video
- Background: Product Differentiation Defined
- Overview of Product + Examples
- Group Task Work



If you could only take 1 pair of shoes on your next vacation, which would you take and why?

Let's Connect:
SEL



Background: Product Differentiation

- Monopolistic Competition
 - **Relatively large number of firms**
 - **Ease of entry and exit**
 - **Advertising**
 - **Differentiation**

- Example Industries: Shoes and Restaurants

Music Media about Product Differentiation



What words in this song explain the impact of product differentiation and market power?



Media Connection



Ahead of the Game: Nike Rules the Sneaker World

Worldwide footwear sales of selected sports brands in 2022



* Nike's and Converse's fiscal year ends May 31.
 ** Skechers sales include apparel and licensing fees but are primarily made up of footwear sales.

Source: Company filings





Look around and see if you can find anyone in the class wearing the same shoes as you.

Classroom Check In



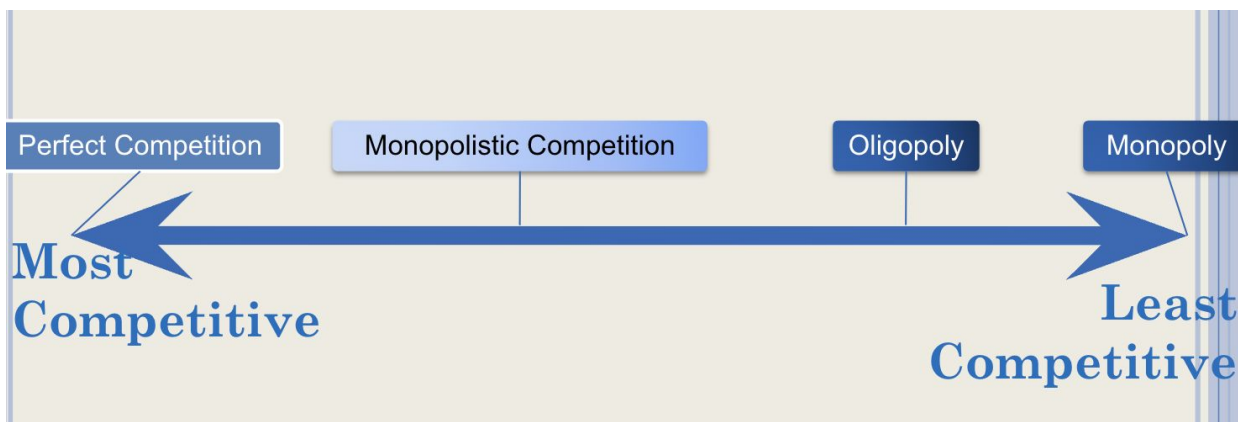
What type of shoes are you wearing right now?

Background Product Differentiation



Product Differentiation

- ways that companies make their product unique
 - What feature do your shoes offer?
 - function, style, comfort, price
- objective: to give more **market power**

An illustration of several blue plastic bottles and containers of various shapes and sizes, representing different product offerings in a market.

Product Differentiation

*[ˈprɑː-(.)dɑkt
,di-fə-,ren(t)-shē-ˈā-shən]*

A marketing strategy designed to distinguish a company's products or services from the competition.

Investopedia



Group Designing Challenge
Product Differentiation: Design and Advertise a Shoe





First Iteration

[Zane's Rap](#) (2011)

Design Your Shoe!

Component	Explanation	Points Possible	Points Earned
Design of Product	The design of the product is physically distinctive from the competitors with a unique physical design that differentiate it from competitors	10	
Target Buyer	The commercial insinuates the type of customer that would want to buy the product	5	
Product Differentiation	The commercial explains what specifically makes the product unique physically, to bring more customers to the product, and give the company more "monopoly power". The commercial also explains any marketing or distribution differentiation.	5	
Emotional Hook	The commercial appeals to the viewers' emotions to convince them to purchase it.	5	
Overall Commercial	The commercial is coherent and creatively designed to send a clear message to the target market. It is designed with a motto or phrase to help the consumer remember the product.	5	
Total Score		30	

Overview

1. Your group is hired to design a shoe that is differentiated and advertise it in a short commercial.
2. Decide your role, then brainstorm and design the shoe.
3. Brainstorm and write your commercial.

Roles:

Chief Marketing Officer: Explains why this product is unique, considering physical differences and impact

Chief Revenue Officer: Explain why this shoe is better than competitors

Product Designer: Draw the overview of the shoe on the dry erase board

Brand Advocate: Give your catchy commercial to class to advertise your shoe

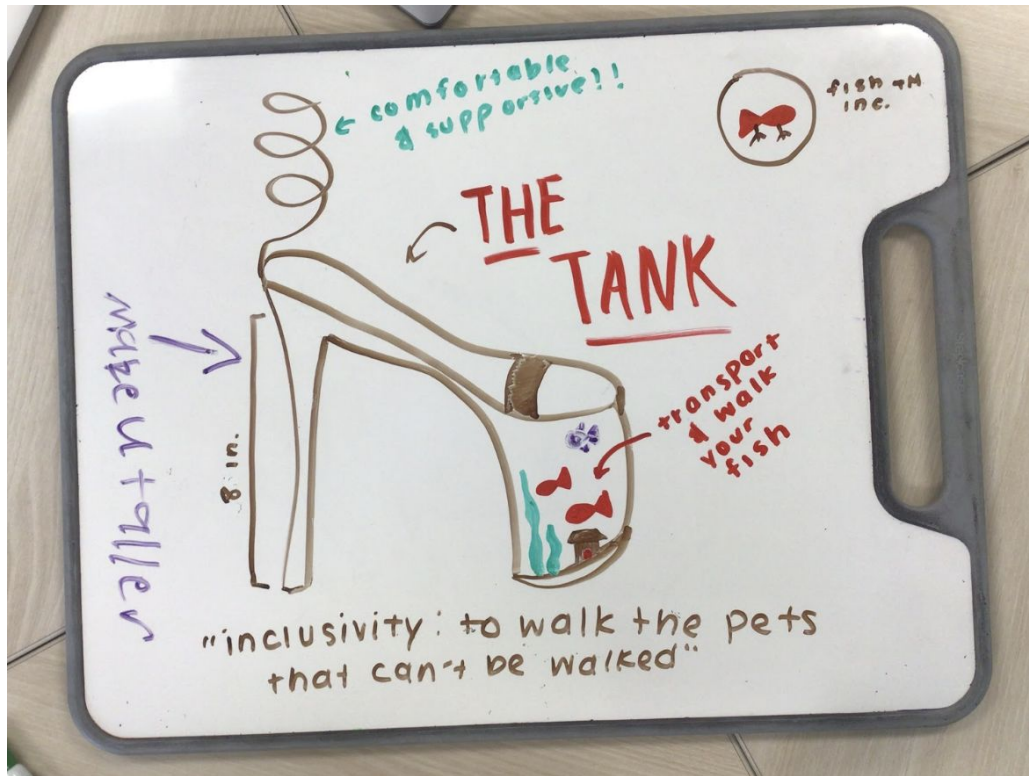
Component	Description	Points
Unique Product Differentiation (CMO)	The drawing and description of the shoe clearly explains how it is unique by describing its physical differences and impact.	10
Advertisement (CRO)	The advertisement for the product is engaging and clever. It includes a hook and a slogan within the 20 second commercial.	10
Explanation of Major Competitors (Product Design)	The commercial explains (Brand Advocate) why this shoe is better than its major competitors with reference to the drawing	10
Presentation	The product and presentation are engaging and unique.	10
Total		40



Example Products

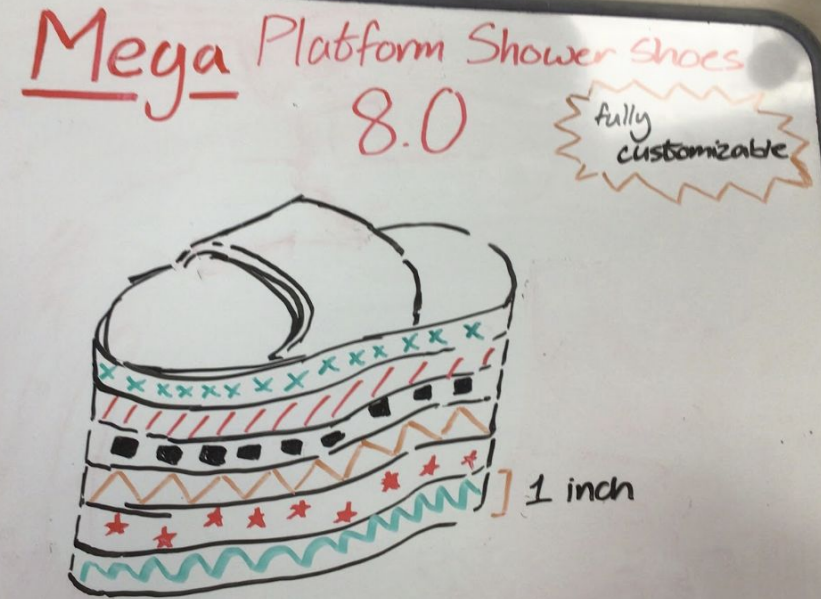
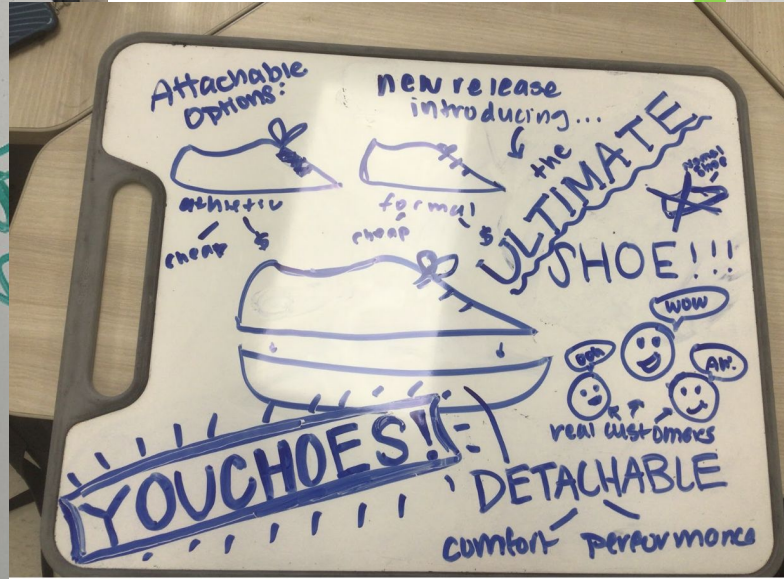
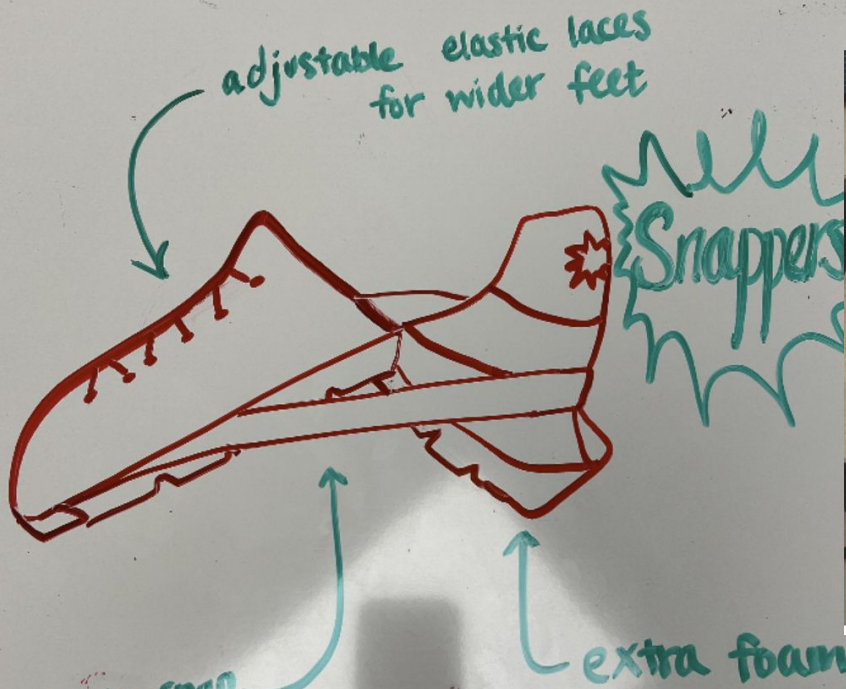


Have you ever woke up on a cold Christmas morning and thought my feet are cold? Let me introduce the Holi-shoe, the perfect Christmas present for friends and family for a Christmas morning. With competitors such as H&M and 954shoe offering high priced, low quality shoes, our shoe at the low price of \$19.99 allows you to light up the halls our High quality LED christmas lights, pine texture to massage your feet, and candy cane pocket for a quick snack. This new shoe will keep you warm and in the holiday spirit.





Example Products



Rest of Class

1. Decide your roles.
2. Brainstorm your target audience and unique traits of your shoe.
3. Design your shoe.
4. Brainstorm your commercial.
5. Write your commercial.
6. Practice your commercial.

Roles:

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Chief Revenue Officer: Explain why this shoe is better than competitors

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