

SPOTLIGHT ON: MARKETING**MARCH MADNESS**

MATERIALS: Blank Tournament Bracket

TIME TO COMPLETE THE TASK: Each bracket matchup should take 10 minutes to discuss as a small group and 5 minutes to come to a class consensus.

THE PROCESS: Advertising is how marketing teams get their products in front of a large number of potential customers. Advertisements must be on brand while also connecting to the target audience. Prior to starting March MADness, ask each student to find an ad (in any format) that they feel is engaging, connects with the target audience, and is on brand for the company. Students need to share a screen shot or video link of the ad with you. For large classes, consider breaking students into groups to reduce the number of ads included in the bracket. Place each ad into a slot on the bracket.

For each round of March MADness the class needs to decide which ad moves onto the next round. Discussions should be held in small groups with each group reporting their decision to the whole class. Each group needs to be prepared to defend their thinking in case there is disagreement among groups.

CRITERIA: Decisions on which ad moves on should be made on the below criteria.

1. Is the ad engaging? Does it make you want to learn more about the product or service? Which ad is more engaging?
2. Determine who the target market is for the ad. Does the ad connect with the target market?
 - a. In design?
 - b. In messaging?
 - c. In the language used?
3. What story does the ad tell? Does the story align with the product or service the company is selling? Which ad aligns best with the product or service being sold?
4. Is the ad on brand for the company? What does it say about the product, service or company? Was that the intended message? Does the ad connect with the mission and vision of the company? Is it consistent with messaging and language used in other ads and on the company's website?

INNOVATION → CHANGE → OPPORTUNITY → SUCCESS

In order to **grow** and **thrive**, businesses need to constantly be **thinking two steps ahead** of today. *What **changes** are happening in their industry? What do their customers **want**? How can they **improve** their business processes and procedures? How can they **create a need**?*