

TASK 4: DESIGNING PROMOTIONAL MATERIALS

Objectives

Students are able to:

- Figure out the difference of promotional material types
- Express their ideas in promotional material

Introduction

There are various media used to offer the product and service to the consumer, such as catalog, brochure and flyer. These promotional materials may be printed or spread online. For the purpose of exhibition, such materials usually are printed by considering the estimated number of the exhibition’s visitors.

Instrument and Material Preparation

- Laptop/ Computer
- Internet connection

Activities

No	Activities	Duration
1	VP and department staffs find the difference between catalog, brochure and flyer. Each staffs may show the examples of such promotional materials of real companies. Decide to create the promotional material based on sales needs, both online and offline (fair/exhibition). Note: VCI conducts particular competition for the best Catalog and Brochure, learn the assessment rubric of such competition to obtain appropriate assessment.	15'
2	VP and department staffs discuss and perform the following activities VP: <ul style="list-style-type: none"> ▪ Collect and choose information which should be displayed in promotional material. Make sure that such basic information must be displayed in promotional material (name, photo, price and specification of the product) ▪ Learn that the inclusion of information to each type of promotional material may differ from others. ▪ Team may discuss about the trend which is able to be used as promotional material theme ▪ Discuss about the applicable discount in promotional material with marketing department. ▪ Create the initial design of promotional material on a blank paper. You may add notes by using sticky notes. 	30'
3	Create the promotional material design by using software you are qualified at, such as MS. Word, MS. Publisher or other particular software such as Corel Draw, Adobe Photoshop or Adobe InDesign. It may take few days to finish the design. Make sure to convert the final promotional material into PDF.	55'
4	In order to test the effectivity of the finished promotional material, ask staffs of other department to take a look at it by using the questions below as the guideline: Brochure 1. Is the front cover able to persuade the reader to read further? 2. Is the design consistency maintained to all pages?	

	<p>3. Is all information required by prospective buyer for the decision making available?</p> <p>Catalog</p> <ol style="list-style-type: none"> 1. Is the catalog’s front cover design attracting? 2. Does the catalog contain the company’s name? 3. Does the catalog contain information which describes the company and encloses its representative contact? <p>Flyer</p> <ol style="list-style-type: none"> 1. Is the reader able to receive the implicit value of the flyer at glance? 2. Does the flyer use effective words in delivering the value? 	
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Output

- Promotional material for catalog, brochure and flyer