

## Thanet Earth – The Challenge

You have now seen the presentation and should have an understanding of what Thanet Earth is all about.

At the end of **TWO HOURS** you will be asked to present your ideas.

In your groups you have been tasked with a number of challenges to prepare. You will all be expected to participate as your contribution to the team task will need to be presented back at the end.

1. Using the flip chart paper, post-it notes and mind mapping, you have **10 MINUTES** to come up with as many ideas as you can for using the products from Thanet Earth that are surplus to requirement. As a group you need to consider one product that has not yet been developed by another manufacturer.  
*i.e Cadbury's have now developed a new product called "Broken Bits" made from the pieces that aren't good enough for distribution*
2. Now you have all your ideas on paper, you have **5 MINUTES** to decide which product idea your team is going to develop.
3. Your next task is to decide on a name, design and packaging for your product and establish what costs you wish to charge the consumer, not the retailer. You have **40 MINUTES** for this task.
4. Next, design an advertising campaign for your product. You will need to consider who you are aiming your product at i.e. age group, profile etc. You will need to design a poster for a billboard; you can design a short video clip to accompany your promotional poster, a social media message, and another mode of marketing. You have **40 MINUTES** for this task.
5. As a group you will present your product. You will need to nominate a lead presenter who will then introduce each of you in turn. You will all need to state what contribution you have made to the team and the idea.

