In this Assignment, you will be using the PowerPoint narration tool to create your own audiovisual presentation. Once you have done this, you can put this skill on your resume. Audiovisual presentations are used in everything from customer service response, training employees, solving problems in the workplace, explaining instructions to colleagues, and responding to stakeholders concerning business issues.

Scenario Marketing

In Unit 6, you selected a company for which you chose a product or a service development strategy **(see below for product**). Now, based on this same strategy, you recently reviewed last quarter’s national ad campaign. All ads are tracked with your franchisees so you can tell what is working and what is not working. You noticed the numbers for most of the advertising had a low response. You also observed that the ads include some great features of your product (service) offered by your company but are not backed by benefits.

In this Assignment, you will engage in the development of the following professional competency:

* Interact with others in a professional manner using appropriate communication and presentation skills.
* Create a quarter page magazine ad that targets either the consumer or the business market. The ad should also include a coupon or some type of sales promotion to immediately generate revenue.

**Checklist:** Explain your advertising and promotion rationale in a PowerPoint to the CEO that includes audio explanations.

*You should include the following*:

•One ad targeting either the consumer segment or targeting the business segment.

•What are your advertising and promotion goals?

•What magazine are you recommending to reach the segment?

•What is the cost?

•How will you track and measure response rates?

•Elaborate on the bulleted points on each slide of **5-7 slides** rather than just reading the slides (include no more than 4 or 5 bulleted points on a slide). In other words, your PowerPoint provides an outline of what you will discuss in your presentation. Add notes below each slide.

**The product that was previously used and needs to be used is below:**

The company is developing a new type of mosquito coil with more power of affecting mosquitos. The need for the new product is because mosquitos are evolving and increasing their tolerance to most pesticides. The companies research team has effectively attained a killing factor that is highly effective and quick acting with mosquitos. The cost effectiveness of the company is to reduce the time duration for repelling mosquitos in rural, suburban, city as well as remote areas overseas.

The product development process starts from idea generation. The idea originates from the need to solve a problem, our problem is effectively killing and or repelling mosquitos. The adverse effect caused by mosquitos in waterlogged areas of the Netherlands, China, Kenya and many areas within the U.S. where rice farming is done created the need to implement the idea of creating a department within the organization that would monitor the evolution of virus/disease carrying mosquito’s. Many children and the elderly outside of the U.S have died due to low resistant’s in the body

**Idea Screening**

Due to the poverty in the third world country’s, the company decided to create a more effective, efficient and cost-effective product called killer instant. The product would be able to be used much longer, making it much more effective than similar products sold by our competitors.

**Concept Testing**

The product was effectively tested by the world’s health organization (WHO) and a feasibility study conducted determined its effectiveness.

**Marketing**

The product was readily accepted by the consumers in the coastal region. Due to a high volume of advertisement at the product launch it was renowned positively immediately causing less money to be spent in future advertisements.

The launching technique that was used by the company was the introduction of the products in the health sector (Perreault, Cannon & McCarthy, 2011). Individuals were hesitant at first to purchase the product. During the World Health Organization forum to address the epidemic of malaria and other such viruses and diseases carried by mosquitos to world leaders and/or their delegates were given free samples of the product.

**Pricing Strategy**

The product will be sold in bulk. A discount would be allowed to those ordering large volumes of the product, the larger the order the larger the discount. The company first opened distribution channels in countries such as Africa and the Middle East. In collaboration with the health sector, the products were readily accepted due to the ability to make purchases in bulk.