Personal Selling and Advertising/Publicizing YOU

DIRECTIONS: You are to creatively promote yourself through the decoration of a large coffee can or similar container or a show box size (or larger) box. First, cover the can/box with construction paper. Next, follow the directions below in decorating the can.

Outside of the Can: Personal Selling *(30 points)*

1. Decorate the outside of the can/box with your strengths, abilities, and accomplishments of your life so far. Sell yourself!!!!! Include things about yourself that a future employer, future college admission officers, and/or potential dating partner would be interested in knowing about you. You may use pictures, markers, computer graphics, magazines, etc. to decorate the can. Remember: You are trying to sell your personal strengths and abilities. Be sure your NAME is on your container!!
2. The information on your can should give someone who doesn’t know you, enough information so that they could make a decision as to whether or not they would want to hire, accept, or date you.

Inside of the Can: Advertising/Publicity *(30 points)*

3. The inside of the container should hold as many fashion promotional items as you can fit into the container that represent you (Don’t worry, you will get ALL your items back). For example- maybe you have a free shampoo bottle from a hotel that represents the trip that you went on, or you have a coupon to your favorite restaurant. Etc. You may only use a promotional item twice, but they must be from different stores. Example: A pen from Wet Seal and one from American Eagle. The more types of items you find the more you will realize how we are exposed to promotion in almost every phase of your daily life. You may use as many different types of promotional items to include Institutional promotion and promotional advertising.

Listed are some examples to help you scavenge the most interesting, novel types of promotional items. You will be surprised to find how many items you have in your home ready to put into your container. Have fun with this!

*You must include at least 15 items in your container.*

* Free gift with purchase of item
* Coupons
* Coupon Books
* Personalized matches, glasses, shampoo, conditioners, hats, visors, can opener, kitchen helpers
* Koozies,
* Direct mail samples
* Brochures
* Ads
* Business Cards
* Pens
* Pencils
* Ad found on a bus or train
* Picture of a billboard
* Pictures of a car advertising a particular product
* Sports Items
* Stress ball
* Contest information sponsored by a company
* Picture of a display
* Poster
* Partnership sponsors (Buy 5 bottles of Italian dressing receive 1 box of Castleberry croutons free)
* Tee Shirt
* Game Pieces
* Rebates
* Magnets
* Calendars
* Decals
* Bags
* Candy

Great website with promotional ideas:

[www.showyourlogo.com/promotional-product-ideas-list.php](http://www.showyourlogo.com/promotional-product-ideas-list.php)

(Or go to my website and the link is on there under “List of promotional ideas”)

***Be sure to look at your notes for more ideas! I didn’t want to give them all to you…***

**Total points: 60 points**

**Due:**