

Tradimals Marketing Plan

- ❖ **Marketing Manager:** Edie
- ❖ **Marketing Team:** Edie, Chloe and Scarlett

Product:

- Design a logo that is colourful and shares some information about what we are selling.
- Create a 'catchy slogan' to grab people's attention and encourage sales.
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'The little cards that go a long way...'



Marketing to the children:

- We will launch our Tradimals cards in a whole-school assembly. Using a PowerPoint and a prototype pack of cards so people know what they look like.
- We will put up posters with key information about the sale of Tradimals around school in places everyone can see them.
- We will create a video advert with a catchy theme tune and some key information in it.
- We will update people about new releases in assemblies.
- We will create 'Collectors' sheets so people can see all of the cards they can collect.
- We will share photos of the cards too for people to see what they're buying.

Marketing to the parents:

- We will let parents know in advance how much the cards are and when they can be bought by the children.
- We will post to thank them for their support and to keep driving sales.
- We will put posters in the school Reception and doors that they collect the children from at the end of the school day.
- We will post our Tradimals advert for parents to see and learn more about the project.

Timeline:

We will stagger our marketing so that it is not too overwhelming for people but to keep their interest and maintain sales.