

## The Dragon's Apprentice

### Overall Objective:

Each team will select a product at random from the list below, with the goal being to launch it with a fanfare that Alan Sugar would be proud of! The key here is teamwork and working to each person's strengths, so good luck and let the best Dragon's Apprentice win!

### The Products

Use one of these per team – or you could let them invent their own! We picked them at random and gave teams the option to stick with the first pick, or pick again and be stuck with the second.

- Radio controlled banana
- A chocolate teapot
- Tartan paint
- A glass hammer
- A clockwork parrot
- Glow in the dark jigsaw
- Extendable chopsticks
- Roller skates for dogs
- Self washing clothes
- Returning frisbee
- Self-erecting tent
- Biscuit tin alarm
- Heated swimwear
- Concrete Wellingtons
- A personal drone-copter
- Self-cooking food

**Group Start** - Ensure teams are identified and each one has a product to launch

### **Task-1 - The Customer! 10=mins in a breakout room, then present back to the group**

As with any product launch, the first thing you need to think about is who your target customer might be... Old or young? Male or female? Sporty or lazy? Etc... So, the first task is to make-up an imaginary customer ready for the next stage. Things the imaginary customer needs to have are:

- Their name
- Their age
- A brief description of who they are and what they do
- Their favourite colour
- Their favourite food
- Hobbies

- A fun fact

In the industry we call this a 'user personae' and it's an invaluable aid to understanding who you're trying to connect with!

### **Task-2 - The Campaign! 15-mins in a breakout room, then present back to the group**

Now you have a product and a customer, your next task is to create a dazzling campaign. The things you'll need to blow Sir Alan's socks off are:

- A brand name
- A catchy strapline
- A brand logo
- 'The Elevator Speech' - 30-seconds on why your product is brilliant
- Ideas for your website - what will make you stand out?
- A social media campaign - GO VIRAL!!!

### **Task-3 - The TV Ad! 20-mins in a breakout room, then act out or play back your advert!**

- Each advert needs to be 30-seconds only
- All team members need to be involved, even if it's only as voiceover
- Dressing-up is encouraged
- Things the advert must have are:
  - Product placement - you might have to build a dummy product!
  - Catchy music (your own or a favourite record)
  - A storyline that shows the product at its best
  - A 'call to action' - why should I buy it?!

At the end we'll then vote for which team did the best job.

### **Polling**

Used Zoom polls so they could vote for:

Overall favourite product

Best TV advert

Best 'user persona'

Favourite product name/tag line

Most persuasive advertising campaign