# Sneaky Sneaker Salesman

Welcome aboard! Are your tennis shoes worn or uncomfortable? Here is your chance to design new shoes. Your group is going to be responsible for launching the next big thing in tennis shoe design!

## Project Tasks

Use your creativity and the power of persuasion to promote a new tennis shoe design that sells well.

1. In your group, brainstorm ideas for a new tennis shoe. Consider the design, what features the shoes will have, and what they will help the consumer to do.
2. Use your computer or tablet to look up blogs of famous runners. Email some of them to find out what they like in running shoes, what features they wish were available, and what marketing techniques they like or dislike.
3. Once you have a basic idea, interview your classmates, family, and friends to find out what they want in tennis shoes. Remember, your peers (preteens and teenagers) are your target audience. You may ask them about which color, shape, or other features they would most like in a tennis shoe. Be sure to record your answers, so that you can utilize as much of this information in your advertisement as you can.
4. Next, research advertisements for products similar to yours. Evaluate at least three advertisements for sports shoes. Which persuasive techniques are used? Use a graphic organizer to keep track of each of the persuasive techniques that you find and evaluate their purpose and motives. You may choose to replicate some of these techniques in your own advertisement.
5. You may choose to use custom shoe designs online through companies like Nike, Adidas, or Vans to design your shoe. You could also sketch a prototype.
6. Use the persuasive techniques you have learned in class, as well as techniques you found in your research, to create your own advertisement for your new product. You may use any form of technology to generate your advertisement. Sites such as Piktochart or Glogster EDU will help you create flyers or poster advertisements. However, you may also animate your advertisement, create commercials, or design a webpage.
7. Be sure to utilize *at least* three different persuasive devices in your advertisement. You should also incorporate pictures, graphics, or statistical data (of course this could be made up) to sell your product. Include *at least* two graphics.
8. Once this step is complete, it is time to pitch your product. In *Shark Tank* TV–show fashion, each group will give a two-minute sales pitch (using their technology presentation) to present to a panel of high school students convincing them to buy your product. Remember you should use good speaking skills, enthusiasm, posture, and eye contact.
9. Once all groups have presented, the judges will give their evaluations of each advertisement and select the winner.



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| ADVERTISEMENT | PERSUASIVE TECHNIQUES | PURPOSE OR MOTIVE | EFFECTIVENESS<br>1 = NOT EFFECTIVE<br>2 = SOMEWHAT EFFECTIVE<br>3 = MOSTLY EFFECTIVE<br>4 = EXTREMELY EFFECTIVE | NOTES AND EXAMPLES |
|---|---|---|---|---|
| **Advertisement 1** | | | | |
| **Advertisement 2** | | | | |
| **Advertisement 3** | | | | |



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**Scoring Rubric**

| | 1<br>SIGNIFICANT REVISION NEEDED | 2<br>SOME REVISION NEEDED | 3<br>PROFICIENT | 4<br>EXCEEDS EXPECTATIONS |
|---|---|---|---|---|
| **Objective 1: Students will create an advertisement for a new style of tennis shoe utilizing persuasive techniques.** | • Shoe design is not original.<br>• Shoe design is not based on research or consumer needs.<br>• The product advertised is not original.<br>• One or fewer persuasive techniques are utilized.<br>• One or fewer graphics are included, *or* graphics are irrelevant. | • Shoe design is slightly unoriginal.<br>• Shoe design is loosely based on research and consumer needs.<br>• The product is original, but shows very little creativity, or is much like a product already available.<br>• Only two persuasive devices are used.<br>• Only one graphic is used, *or* one graphic is irrelevant. | • Shoe design is original, but uncreative.<br>• Shoe design is based on research and consumer needs.<br>• The product is original and unique.<br>• Student uses three appropriate persuasive devices.<br>• Two appropriate graphics are included in the advertisement. | • Shoe design is original and creative.<br>• Shoe design is highly based on research and consumer needs.<br>• The product is exemplary in terms of creativity.<br>• Student uses three or more effective persuasive devices.<br>• Graphics are extremely appropriate and contribute to the effectiveness of the advertisement. |
| **Objective 2: Students will present the product to their peers in the form of a sales pitch.** | • Students make little to no attempt to incorporate persuasive techniques in their presentation.<br>• The students use ineffective speech, posture, and eye contact during the presentation.<br>• Little to no enthusiasm is exhibited during the presentation. | • Students make a minimal attempt to incorporate persuasive techniques.<br>• Students exhibit beginning qualities of effective speech, posture, and eye contact.<br>• Students' enthusiasm is minimal, but some attempt is made. | • Students use somewhat effective persuasive techniques during the presentation.<br>• Students exhibit satisfactory qualities of effective speech, posture, and eye contact.<br>• Students exhibit satisfactory enthusiasm during the presentation. | • Students use highly effective persuasive techniques during the presentation.<br>• Students exhibit exemplary speech, posture, and eye contact.<br>• Students are highly enthusiastic during the presentation. |

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