



## MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY

### INSTRUCTIONS

Consider what you have learned about promotion in module 1, lesson 2.

After reviewing the information in the “Sweet Promotion” presentation, you will create your own Krispy Kreme promotion. You will then present your ideas in class.

Working in pairs or small groups, describe your strategy in the space provided.

Name of the promotion:

Date the promotion will launch:

Explanation of why you chose this date for your promotion:

Description and details of the promotion (BOGO “Buy one get one”, Free giveaway, Discount, etc.):

Your strategy for communicating details of the promotion to consumers (advertising, social media, etc.):