## Preparation

* Download the Marketing 101 Checklist

## Purpose

This activity asks you to compare the positive and negative aspects of foraging and farming to formulate an argument for why one is better than the other. In this way, you’ll begin to understand that each way of life has benefits and drawbacks. In addition, you’ll be better able to evaluate why most people made the switch to farming, and you’ll also understand why this change was a gradual process and one that not everyone chose to make.

## Practices

### Claim testing, comparison

You will have to use your claim-testing skills to evaluate the evidence for both the foraging and farming lifestyles in order to create your marketing strategy and video. In addition, you’ll have to compare both lifestyles in order to convince the public that your way of life is more desirable than the other.

## Process

1. You’ll use all of the information you’ve learned so far in this unit to create a commercial to promote either foraging or farming as a more desirable lifestyle. As part of this, you’ll be developing a marketing plan, a storyboard, and ultimately a commercial, to convince other people to join your particular lifestyle. In case you aren’t familiar with the term, marketing is the business of selling and promoting products and services that usually includes research and advertising. Marketing is a popular profession today, and is a major at many colleges!
2. As a class, brainstorm a list of all of the pros and cons you can think of related to both foraging and farming lifestyles. As you brainstorm, discuss the benefits and drawbacks of each idea.
3. Get into your assigned groups so you can start working on your 30-second commercial by creating a storyboard. Think about a funny, moving, or otherwise persuasive commercial you’ve seen (maybe one from the Superbowl!) and brainstorm ideas for what to include in your storyboard. Good commercials are memorable, they often have a compelling narrative, and most important, they are very clear about what they are “selling.” Your group can either write a script to go along with your storyboard, or include text as part of that work. Note: Not all commercials have narration; some just have images and pictures. It’s up to your group to decide how you want to get your points across. Make sure you review the list of criteria below before you begin your storyboard.
   * Product – In this case, the product will be the assigned lifestyle—either foraging or farming.
   * Slogan – A catchy phrase or sentence that attracts people to the product.
   * Advertising techniques – Marketers use a lot of techniques to capture the attention of their audience. Use at least two of these (there are many other techniques that can be used—feel free to add your own):
     + Call to action – Telling someone what to do (for example, “Farm Today!” is a call to action).
     + Claim – What does the product/lifestyle do for the customer?
     + Humor – Using humor to make the product being marketed stand out (laughter makes a product memorable).
     + Hype – Using words like “awesome” and “outstanding” can make products seem more exciting.
     + Repetition – Repeating the same message to make it stick in people’s minds.
     + Fear – Using fear of what the other product might do (or not do) to make people want to avoid it. What negative things will you avoid by getting involved in this particular lifestyle?
     + Special ingredients – Emphasizing what is unique about this particular product/lifestyle.
   * Customer – Who is your target audience? Think about what they would like and perhaps even conduct some light market research to find what it is about each lifestyle that people are most attracted to. It’s also important to understand what people don’t like.
   * Competition – What does the other lifestyle offer and how can you counteract its attractiveness with your advertisement?
   * Evidence – You need to use at least three pieces of historical evidence to back up any claims or assertions you make in your commercials. Once you and your group have decided what should be included, time to start digging into the commercial itself!
4. Once you think your storyboard is done, show it to your teacher for sign-off before you start production on your commercial.
5. Now it’s time to create your 30-second commercial to convince people that your assigned lifestyle is better than the other. While you should be creative and have fun with your commercials, you also have to make sure they are historically accurate and include aspects of what advertisers might include in a marketing plan. Make sure you use the Marketing 101 Checklist to help you ensure that all criteria are included in your commercial before you begin filming.
6. Once you’ve created your commercial, your teacher will explain how these will be shared and evaluated. Have fun creating your lifestyle brand!

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| Name: |  | Date: |  |

**Directions:** Use the checklist below to help you ensure that all criteria are included in your commercial.

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| Criteria | Description | Notes |
| Product | Clear understanding of lifestyle (foraging or farming). |  |
| Slogan | A catchy phrase or sentence that will attract people to your product. |  |
| Advertising Techniques | Use at least two techniques: Call to action, claim, humor, hype, repetition, fear, special ingredients. You may find others online that you would rather use. |  |
| Customer | Who is your target audience and how will you attract them to your product? |  |
| Competition | What does the other lifestyle offer and how can you counteract this? |  |
| Evidence | Use at least three pieces of evidence from course materials that help advertise or explain your lifestyle. |  |