

Grade 7 - Humanities



Presentation Preparation

Name _____ Team _____

Grade 7 – Carcassonne Connection – Spotting Your Niche (gap)



Task 1 – All good businesses should be realistic about their operations and be able to spot a niche (gap) in the market. Once this has been identified, the business should be prepared to exploit that to gain new customers and boost business.

Your first task is to think about your zone and your visit to that area. Your teacher will show you how to carry out a SWOT analysis using the basic table below.

Strengths

Weaknesses

Opportunities

Threats

Another tool used to help identify a business opportunity is a market map. A market map is a diagram that identifies all the products in the market using two key features.

The diagram shows how four local cafés are competing in terms of price and quality.

The red circle identifies a gap in the market. There is a business opportunity for a new café offering standard quality products at standard prices



Creating Your Carcassonne Brand Identity



Brand identity is an important part of marketing. It says something about your business or its physical products; for example, what they look like, how they smell or feel. In fact, properly created, a brand identity says everything about what the product wants to be.

Each of the three groups have been given a band name. Yours is in the list below:

1. The Gothic Quarter
2. The Foodie Quarter
3. The Horror Quarter

You must now try to create your own brand identity by working on the following tasks.

Task 2 - Your Logo – Every brand has a logo. McDonalds has the ‘Golden Arches’, Nike has the tick and Apple has, well an apple! Your task is to use one the famous historical figures from your history lesson in Carcassonne to represent your zone. Research these people/animals and make a list of the possible candidates in the space below. Don’t forget to make a note of their connection to Carcassonne.

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Task 3 - Your Logo - You must now come up with their own version of this logo to match your brand identity. Sketch this into the space below.

First attempt	Attempt after Task 4

Task 4 – Share this design with your team. Does it work? Note any improvements suggested in the space below.

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Task 5 – All successful brands have a slogan. Nike has ‘just do it’, McDonalds has ‘I’m lovin’ it’ etc. What is yours going to be? Come up with three in the space below.

1

2

3

Thinking about your ‘Market Segment’.



Most markets contain different groups of customers who share similar characteristics and buying habits. These collections of similar buyers make up distinct market segments.

Think about your market segments in your zone. You have the following data that will help you to identify your market segment:

- Type of visitor – People Count. What does your data tell you? Young, old, male, female??
- Visitor origin – Where do your visitors come from? What are the top two locations? You will need to carry out some of your marketing in those languages too.

Task 6 – Complete your choropleth mapping exercise with the data you collection from questions 1 – Where do you come from? *This map will be part of your final display task.*

What does this data tell you about your market segment in terms of nationality? What impacts will this have on your marketing campaign?

Task 7 – Complete an imaginative graphing task to show the results for Q.2 – What best describes your visit? ***This graph will be part of your final display task.***

What does this data tell you about your market segment in terms of expectations?

Task 8 – Complete an imaginative graphing task to show the results for Q.3 – How did you get here today? ***This graph will be part of your final display task.***

What does this data tell you in terms of how people to travel to Carcassonne and possible issues relating to environmental sustainability?

Task 9 – Complete an imaginative graphing task to show the results for your amenity survey. *This graph will be part of your final display task.*

What does this data tell you in terms of the current facilities in your zone and what you would like to see in Task 1?

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Task 10 – Starbucks, the multinational coffee company has asked you to consider an application to open a café in your zone.

Study the key stakeholder cards. Then, as a group, please consider the positive and negative effects using the following categories. Your teacher will explain what each means.

	Positive	Negative
Social - This is do to with people, their lives, their well-being, level of peace, preservation of culture and traditions and their quality of their life.		
Economic - This is to do with money, the creation of jobs and the economy. Recession and unemployment would be important here especially given the current economic crisis.		
Environmental - This is to do with the quality of the human and physical surroundings, levels of pollution and health of the environment. Local environment safeguard also comes into this category.		

Task 11 – Do you accept or reject the application based on your finding above? Give full reasons for your decision. Your reasoning must form part of your presentation.

The Crazy Carcassonne Cook Off! – Horrible Histories Menu Task



Task 12 – On the morning of your visit to Carcassonne, you had an intensive History lesson from Mr Tarr. Your task now is to develop a speciality menu that will be served solely in your zone and to be included in your C-Factor presentation. You must research Roman/Cathar/Medieval food and give the dishes a modern day twist as well as choosing a suitable historical name for the dish. **Starter, Main Course, Dessert and Drinks required!**





Your brief: You have been recruited by Office de Tourisme de Carcassonne to put together a marketing campaign to try to boost international visitors to the city. This campaign will be presented at the C-Factor in front of a number of scary judges.

1. You must put together a two-minute national television advertisement to be shown on National Television bearing in mind your market segment.

The video should include information for at least one proposed development in your zone in response to your group findings (gap in the market).

2. Create at least two more pieces of marketing material to go with the TV advert. All of these materials should be clearly defined by their brand identity and segment. These could include:
 - A poster
 - A flyer or leaflet
 - Newspaper or Magazine advertisement
 - A radio or Pod cast
 - **Free merchandise e.g. T-shirt, mug, pen.**
 - Pop-up or webpage front page.
3. Find a creative way of embedding the following bits of data into your C-Factor presentation:
 - Choropleth map
 - Graphs of questionnaire results
4. Whether your group will be accepting Starbucks into your zone and the reasons why/why not. Don't forget to use your amenity survey results to inform your decision and present this data here.
5. Your 'Horrible Histories' speciality menu. Favourable marks may be given for actual food brought in for the judges to try!