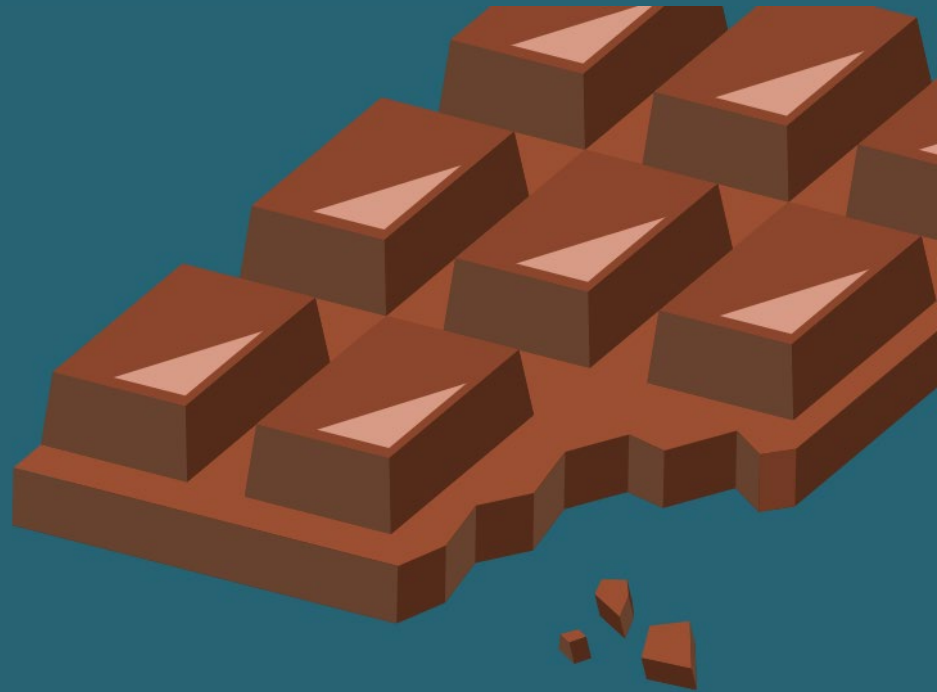


THE CHOCCY CHALLENGE

Independent Learning Enterprise Challenge



SCOTLAND'S
ENTERPRISING
SCHOOLS



CONTENTS

- 2. Challenge Brief
- 3. Task 1 - Identify
- 4. Task 2 - Explore
- 6. Task 3 - Generate
- 7. Task 4 - Execute
- 13. Task 5 - Present
- 14. Task 6 – Reflect
- 15. Glossary of Terms
- 16. Skills Focus



SCOTLAND'S
ENTERPRISING
SCHOOLS



THE CHOCCY CHALLENGE

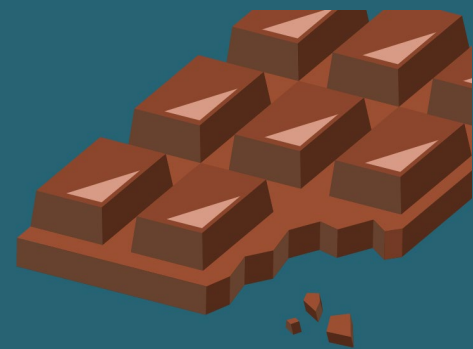
CHALLENGE BRIEF

You are part of the Marketing Department at **Chocorama** chocolate company. The company is facing a major problem and your team has been asked to solve it.

Your rivals, **Chocs-R-Us** (which happens to be run by your Managing Director's identical twin), have been outperforming you for the past 2 years, with escalating sales and a much larger chunk of the market. Profits at **Chocorama** have dipped and are almost at crisis point.

Your Managing Director has asked your department to design a new chocolate product to entice customers back. You will need:

- a description of the product
- a name & tagline
- a trademark
- packaging design



YOUR ROLE

- Think about who your customers are (this is called your “**target market**”)
- Devise a description of your product and any fillings (Is it a chocolate bar or box/bag of chocolates? Do your customers want dark, milk, white chocolate or a mixture? Perhaps you will include candies/nuts/go vegan?)
- Create a **name** for the range of chocolates and a **tagline** to help sell the product
- Design a **trademark** (think carefully about colours, font, images)
- Design suitable packaging (Do you want to go eco-friendly or reusable? Is it stackable on shelves?)
- Produce a visual **pitch** of your finished design to your Managing Director to clearly show how your design is different and better than all others!

ADDITIONAL INFO

Refer to our *Taglines and Trademarks PowerPoint* and *Visual Pitch Guidelines*.



SCOTLAND'S
ENTERPRISING
SCHOOLS





Task 1 – Identify

Look at the Challenge Brief, think about the problem and the main aims. Think about your own interests and strengths—does this challenge give you any ideas or play to your strengths?

What is the problem? What is needed/wanted and by whom?

Who am I? What do I care about? What skills do I have? (e.g. What kind of chocolate do you like? Do you want the packaging to be eco-friendly? Are you a good artist or are you better at presenting?)





Task 2 - Explore

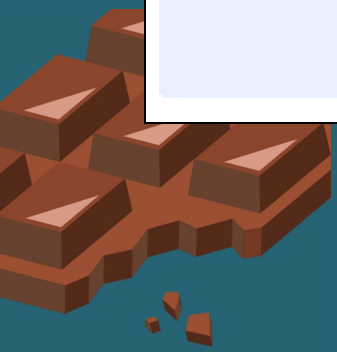
Now is the perfect time for some research! Find out what some of the marketing words mean and have a look at chocolates which already exist. Use other brands to get ideas but do not copy them! Have a look at the [Taglines and Trademarks PowerPoint](#) to help.

What is a trademark?	What is a tagline?	What is a pitch?



Have a look online at products already available and pick out some trademarks and taglines that you think are effective.

Sketch/paste some trademarks here	Make note of some taglines here
	





Task 3 - Generate

You might want to link up online with others to generate ideas for your service/product that can combat the problem. Start off with lots of ideas—do not necessarily think about the practical aspects at the early stages. Maybe you would like to mind map your ideas or just make notes.

What is the problem? What ideas could solve this?

Click or tap here to enter text.





Task 4 - Execute

This is the time to develop a chosen idea into a product/service that will be pitched at the end of this step.

Think about putting an idea into practice - branding, marketing, creating prototypes if appropriate, advertising, jingles etc.

Usually, this would be the stage to think about each team member's individual skills and the roles required to put your idea into practice. You would then assign jobs based on these. You may be able to organise this online with friends. If you are working alone, try to think of the roles required and the skills needed for each job. Where do your strengths lie? Would you be better at one role than another? Perhaps you would be suited to more than one role.

Skills Development Scotland have produced a [Skills Explorer Tool](#) which you can access through their site [My World Of Work](#). This might help you to identify your current skill set.

Make note of your skills/qualities/talents that could be useful to you in this challenge



CAREER FOCUS

What kind of roles are needed for this task? Here's some more information:

Managing Director – This is the coach for the team. They are responsible for leading others, keeping everyone on task and encouraging teamwork.

Operations Director – Responsible for product development and production. They will source materials needed to make the product.

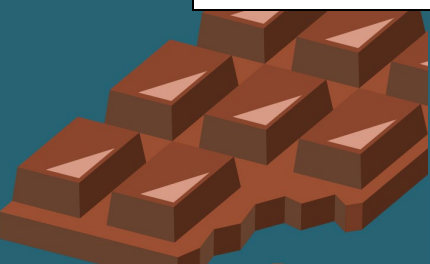
Marketing Director – This person should be creative and have good ideas on how to attract customers. They will have new ways of engaging their target market and work well with others.

Art Director – Produces creative ideas for the visual elements of the product. They should have a good eye for colour and enjoy art.

You might decide to have some other roles such as IT Director if you decide to use ICT to design your chocolate packaging.

Make notes on jobs roles and associated skills

Click or tap here to enter text.

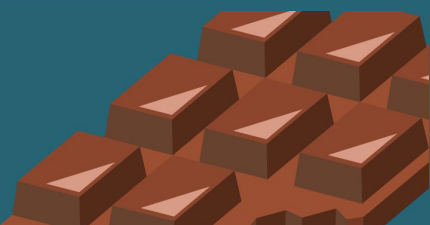


SCOTLAND'S
ENTERPRISING
SCHOOLS



Make notes on the jobs and skills needed to solve this problem

Blank area for taking notes on the jobs and skills needed to solve the problem.

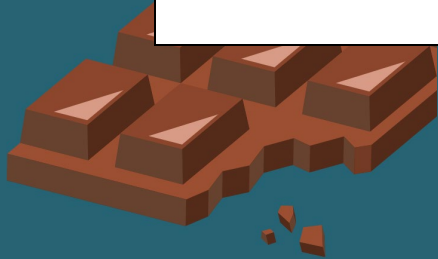


**SCOTLAND'S
ENTERPRISING
SCHOOLS**

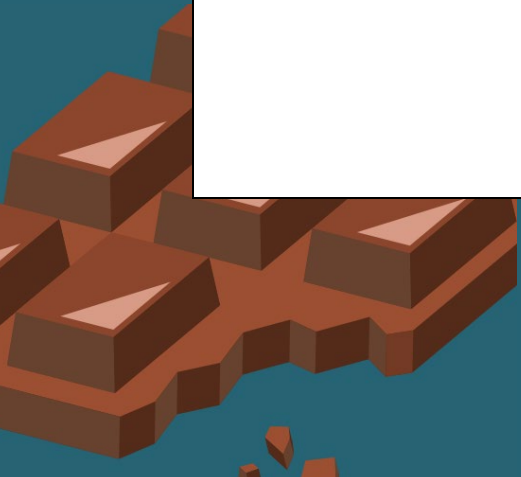


Make notes/sketches of ideas for names and trademarks

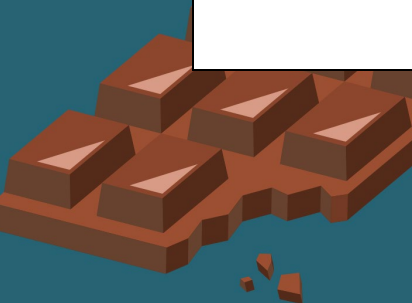
A large white rectangular area for students to write notes or draw sketches.



Make notes/sketches of ideas for packaging



Make notes/sketches of ideas for advertising (poster/tv or radio advert etc)



SCOTLAND'S
ENTERPRISING
SCHOOLS





Task 5 – Present

This is time to prepare a pitch/presentation to share what you have learned and created. Keep in mind what the purpose of your pitch will be and who the audience is.

See [Visual Pitch Guidelines](#) for entry into our Online Enterprise Challenge.

PITCH		
<p>Name</p> <p>Click or tap here to enter text.</p>	<p>Logo</p> 	<p>Slogan</p> <p>Click or tap here to enter text.</p>
<p>Product(s)/Service(s)</p> <p>Click or tap here to enter text.</p>	<p>Target Market</p> <p>Click or tap here to enter text.</p>	<p>USP</p> <p>Click or tap here to enter text.</p>
<p>Job Roles</p> <p>Click or tap here to enter text.</p>	<p>Competitors</p> <p>Click or tap here to enter text.</p>	<p>Marketing</p> <p>Click or tap here to enter text.</p>



Task 6 - Reflect



Measure your success! Carefully think about the following questions:

What went well?

What would you do differently next time?

What skills have you developed?

What have you learned about yourself and how will this help you in the future?



Glossary of Terms

Advertising Calling the public's attention to a product/service especially by announcements in the press, through social media, on posters/billboards etc.

Branding The process involved in creating a unique name or image for a product/service. Aims to establish an image and attract loyal custom.

Competitors A company in the same/similar industry offering a similar product/service.

Logo A way for businesses to help people identify their products and tell them apart from others. Usually an image but can be a name, symbol or even a smell!

Marketing Strategy A comprehensive plan of the marketing goals based on market research.

Pitch A presentation of an idea, covering all of the critical aspects, with a view to securing (financial) support.

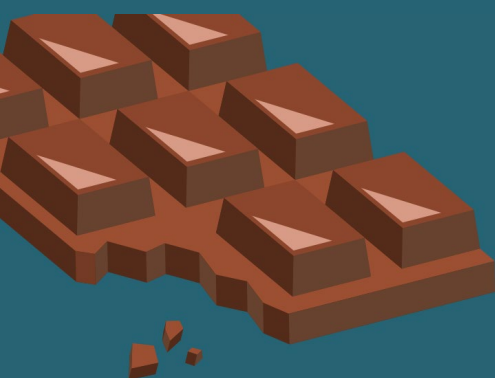
Slogan Memorable phrase or motto that accompanies a logo and appeals to customers.

Tagline Same as slogan.

Target Market A particular segment of the market (potential customers) at which a marketing campaign is focussed (this could be based on age, sex, demographics etc.)

Trademark Same as logo.

USP (Unique Selling Point) Real or perceived benefit of a good/service which differentiates it from competing brands and gives the buyer a reason to favour it over others.



SCOTLAND'S
ENTERPRISING
SCHOOLS



Skills Focus

Through participation in this challenge, you will have used this skill set:

Communication

Resilience

Organisation

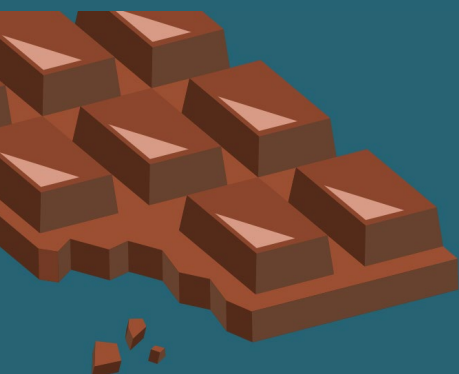
Initiative

Creativity

Problem Solving

Confidence

Presentation



**SCOTLAND'S
ENTERPRISING
SCHOOLS**

