

# FUTURE GOALS

## Remote

A project led by the:



Leeds City Region  
Enterprise  
Partnership

# ADAPTED.

# Challenge ~~accepted~~.

Fact: Between Aug 2018 - Jul 2019, we found that **communication** was required as a top skill in 30,962 out of 97,000 online job postings listed in West Yorkshire.

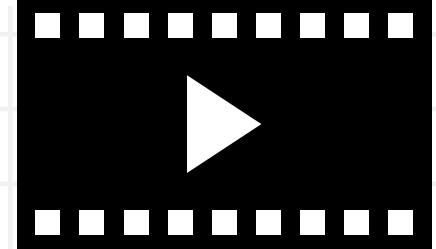
Our way of living, learning and progressing has changed quite a lot recently. **Communication skills** are something that, along with your teachers, you focus on daily at school – by not being at school, it's never been more important to keep developing these skills.

Our communication has taken on a pretty drastic change – we've become reliant on things like:

- Social media
- Online gaming
- WhatsApp
- Text
- Calls
- FaceTime

We're missing face to face conversations. Which is why it's important to practise our usual methods of communication as much as we can.

# Challenge 1:



## Pitch it!

### DITCH THE EVERYDAY

- Take a common product found in the home – choosing something that has a specific use.
- Establish the benefits of your product.
- Think of an innovative way to promote this product.
- Communicate your pitch to the consumer.



## Product example:

This is a  
~~microwave~~.

magical device, bringing a spud to life in a matter of minutes.



### Main benefit:

- Cooks food quick

### Other unique selling points:

- Small and compact
- Many cooking options
- Cheaper models for those on a budget

Did you know?

Engineers look for ways to produce better microwaves all of the time. Our region has the most amount of people employed in this role (engineering and manufacturing) out of the whole of the UK.

## Product example:

~~This is cereal.~~

a low-cost breakfast boost,  
mid-morning filler or  
pre-bedtime treat.



Did you know?

### Main benefit:

- A cheap snack – at any time of the day

### Other unique selling points:

- Good nutrition benefits (e.g. high in fibre, protein or energy)
- Range of flavours, from chocolate to cinnamon
- Quick and easy
- You can add your favourite toppings

Over 144,200 people are employed in the manufacturing sector in our area – allowing the region to supply critical components to global manufacturers.

## Product example:

This is a  
~~tablet~~.

connection to the world. A portable, interactive and immersive experience.



Did you know?

### Main benefit:

- Engage with the world around you from the comfort of your own lap

### Other unique selling points:

- Portable and lighter than a computer
- Can store audio books and copies of books
- Can expand your knowledge of the world

The digital economy is one of the fastest growing sectors in the UK. Our local area contributes £6.5 billion to the UK economy – that's more than Manchester and Birmingham.

## Product example:

This is  
~~toothpaste~~.

the key to unlocking a  
stunning smile.

### Main benefit:

- Helps to keep your teeth healthy by removing plaque

### Other unique selling points:

- Whitens teeth
- Gives a lasting fresh breath
- Keeps teeth and gums strong and healthy

Did you know?



Our region is the top area in the UK for healthcare with over 200 businesses based here.

# Your product

Your chosen product: .....

The function (What does it do?)

Complete the key details below – try to think unconventionally when it comes to ‘benefits’ (look for the less obvious benefits). For example, some cereal products provide vitamins and some claim to be ‘Grrreat!’.

The consumer (Who buys it?)

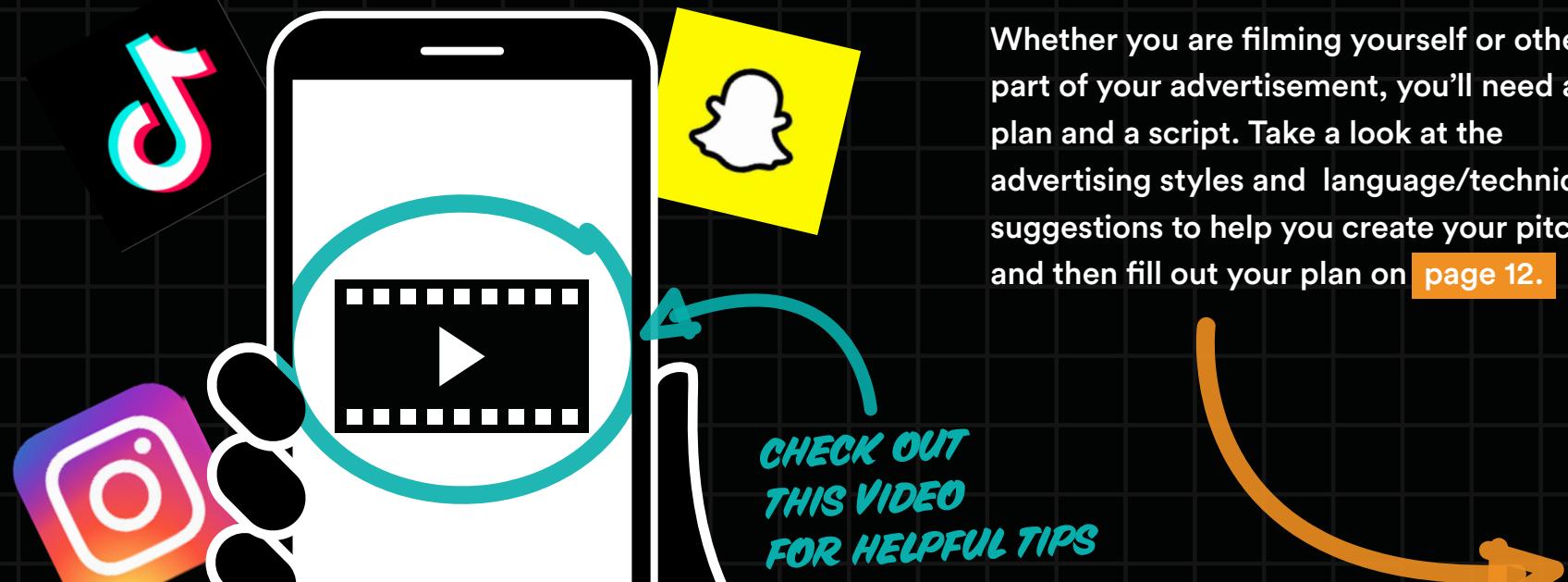
The benefits (Why is it useful/necessary?)

Additional selling points (Why should people buy it above other products?)

GET  
CREATIVE

# 60 seconds to sell

Now you've selected your product, it's time to get planning and filming your 60 second video pitch.



Whether you are filming yourself or others as part of your advertisement, you'll need a plan and a script. Take a look at the advertising styles and language/technique suggestions to help you create your pitch and then fill out your plan on [page 12](#).

## Tell a story

You've got one chance to make a first impression and this is it, so say something engaging that people simply cannot ignore.

Have a quick look at this advertising method in action:

[youtu.be/ygj1kot\\_BbU](https://youtu.be/ygj1kot_BbU)

## Educate

Lay everything out on the table, what the product is and what it does.

Have a quick look at this advertising method in action:

[youtu.be/Bjk5zWZi8mE](https://youtu.be/Bjk5zWZi8mE)

## Be useful

The solution to the problem – sell the benefits.

Have a quick look at this advertising method in action:

[youtu.be/xO4OJiNQbQw](https://youtu.be/xO4OJiNQbQw)

## Entertain

If it works for your product, be funny.

Have a quick look at this advertising method in action:

[youtu.be/oNkOJXX8OJM](https://youtu.be/oNkOJXX8OJM)

# Be persuasive

Here are some tried and tested ways to successfully sell your product ...

**Flattery** – compliment your consumer, make them feel special.

For example: A person who works as hard as you deserves something that makes life a bit easier.

**Rhetorical question** – ask questions that require no response, the answer is clear.

For example: Who wouldn't want to have a sparkling, clean kitchen?

**Emotive language** – try to encourage your consumers to feel a specific emotion.

For example: The health of our children is at risk, unless we act now and improve their breakfast cereal choice.

**Factual data** – support your product with facts from an expert.

For example: 85% of people who have used this product saw a difference in just 1 week.

**Exaggeration** – exaggerate your language to create a sense of excitement.

For example: Our product is the best thing to happen to your home.

# Create a catchy slogan

Giving your product a slogan, tagline or catchphrase is a really simple way to encourage people to remember your product.

**“Just do it”**

- Nike

**“Did somebody say just eat?”**

- Just Eat

**“Every little helps”**

- Tesco

**“I’m lovin’ it”**

- McDonald’s

**“Because you’re worth it”**

- L’Oreal

# Plan your video pitch

What style of pitch?

Who is starring in it?

What's your opening line/tag line?

The script

# Checklist

## I HAVE...

- selected a household product to promote
- made notes about the product's features and selling points
- had a look at some existing adverts for inspiration
- decided on the theme of advert I want to make (to educate, to entertain etc.)
- studied the vocabulary examples and methods to promote a product
- created a product slogan or tagline
- written my product promotion script

**So now it's time to  
get creative and  
get filming.**

# What's next?

As part of this challenge you will have demonstrated and developed the following skills:

**Planning** – choosing an everyday item.

**Organisation** – establishing the way in which to present the product.

**Creativity** – giving the product a personality.

**Communication** – showcasing the product's selling points effectively.

These are great skills to learn and develop before looking at progression after school and moving into sectors like:



Creative



Digital



Engineering  
& manufacturing



There are many opportunities within West Yorkshire that span across each of the above sectors.

## Need more inspiration?

Have a quick look at our 'Inspirational Wall' by visiting the FutureGoals website. Here you'll hear from a variety of people currently working in each sector and find out information about each industry and the key skills needed. You'll also find further opportunities to develop your own personal skillset.

[futuregoals.co.uk/be-inspired](http://futuregoals.co.uk/be-inspired)

# FUTUREGOALS

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Leeds City Region  
Enterprise  
Partnership

Working in  
partnership  
with the

**West  
Yorkshire**  
Combined  
Authority