

# THE STORY OF STUFF YOUR STORY OF STUFF

**DIRECTIONS:**

We have recently watched “The Story of Stuff,” a short documentary that showed how the goods we buy are extracted, produced, distributed, consumed, and disposed of. We were also introduced to another way: how we can become conscious consumers and develop and choose products that are more sustainable for our country and our planet.

In this assignment, your job is to be an ENTREPRENEUR. Your group must research and market a product or service that you feel will be successful. If possible, try to determine how you can deliver this product in a more sustainable way.

The project is divided into three parts: Part A, the WRITTEN PRODUCT SUMMARY; Part B, the ADVERTISING CAMPAIGN; and Part C, GROUP PARTICIPATION.

**PART A: WRITTEN PRODUCT SUMMARY**

Imagine that you are making a presentation to your bank for a loan to start your new business. It is your role to fully understand your product or service and the current market that you hope to enter. Your group must complete a written summary or a presentation using Powerpoint of your chosen product or service. Use the questions below as a guide to your summary.

1. What is the name and purpose of your product or service?
2. Which industry (primary, secondary, or tertiary) is your product or service a part of?
  - a. If it is a primary industry, what raw materials are used?
  - b. If it is a secondary industry, where will you locate your factory and why?
  - c. If it is a tertiary industry, which consumers are you targeting? Why do you think you will be successful in providing your service?
3. What are the factors of production that are essential in your business? Outline the factors on a graph like this:

Land	Labour	Capital
1.	1.	1.
2.	2.	2.

4. Just as in “The Story of Stuff,” outline the pathway that your product will take. Explain the process from extraction to production to distribution to consumption to disposal. If there is *planned or perceived obsolescence*, explain this.

5. What (or who) is your competition?
6. How much will your product or service cost? (tip: look at others offering similar service and explain how that will impact how much you will charge)
7. What will happen to the price of your product if demand rises? What will happen if demand falls?
8. What role do you play as an entrepreneur in the market economy?
9. What is the role of the government in your business?
10. What are five characteristics that you may need as an entrepreneur that will help you to be successful?
11. Why will your business be successful?

## **PART B: ADVERTISING CAMPAIGN**

Congratulations! Your bank has approved a start-up loan for your new business. Now, you need to raise *consumer awareness* of your product or service. One way to raise consumer awareness is through advertising. Your group must choose one advertising medium to help you sell your product. You may choose to do a television commercial (using video or Movie Maker or a similar program), a radio commercial (using audio), or a magazine/newspaper ad/billboard (using print). Your group can only do one of the three.

- If you choose to do a magazine ad/newspaper ad/billboard, it must be informative as well as entertaining. It should be neat, eye-catching, and creative. Observe magazines, newspapers, billboards, and flyers to get an idea of how other businesses have advertised their products (ie. use of slogans: Nike “Just Do It”, catchy songs: Discovery Channel’s “I love the world...”). Your advertisement must also provide the necessary factual information about your product. This information could include such things as price, guarantees, and where you can buy your product.
- If you choose to do a radio or television commercial, it must be informative as well as entertaining. Your commercial could provide the necessary factual information about your product such as price, guarantee and where you can buy the product. Your commercial should also be creative and entertaining; using appropriate tones of voice, music, sound effects, costumes, and visual effects.

*Keep in mind that today’s consumer is interested in “sustainable products,” so if your product is environmentally friendly or socially conscious, try to incorporate this into your advertisement.*

## **PART C: GROUP PARTICIPATION**

Each member of your group will be expected to make equal and significant contributions to this project. That means that everyone should have tasks assigned to them that they must complete. It is your group’s responsibility to divide up the tasks to ensure that everyone is working.

# EVALUATION

## TOTAL VALUE OF ASSIGNMENT = 50 MARKS

PART A: WRITTEN PRODUCT SUMMARY (TOTAL VALUE = 60 MARKS)

50 MARKS – *QUALITY OF CONTENT/INFORMATION*  
10 MARKS – *MATTERS OF STYLE (SPELLING, GRAMMAR, PUNCTUATION)*

PART B: ADVERTISING CAMPAIGN (TOTAL VALUE = 30 MARKS)

10 MARKS - *CONTENT/INFORMATION*  
20 MARKS - *IMAGINATION/STYLE/CREATIVITY*

PART C: PARTICIPATION (TOTAL = 10 MARKS)

10 MARKS - *ATTITUDE AND EFFORT*

## PROJECT EVALUATION

Name: \_\_\_\_\_

PART A: WRITTEN PRODUCT SUMMARY

*QUALITY OF CONTENT/INFORMATION* /50  
*MATTERS OF STYLE (SPELLING, GRAMMAR, PUNCTUATION)* /10

PART B: ADVERTISING CAMPAIGN

*CONTENT/INFORMATION* /10  
*IMAGINATION/STYLE/CREATIVITY* /20

PART C: PARTICIPATION

*ATTITUDE AND EFFORT* /10

**TOTAL** /100