Fidget Spinners Project

Fidget spinners are cool, right? These pocket-sized wonders provide hours of fun and they do not need batteries!

Can you think of any other reasons why fidget spinners are great? Write them down in the table below.

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Congratulations! The boss has seen your potential and you have just been promoted. A huge pay rise and a company car have your name written all over them – well not literally! Do you want a Ferrari or a Lamborghini?

As **head of marketing** you will have a lot of new responsibilities, but your main role is to ensure that the products your company produces are promoted to increase sales.

Recently, your company has been spending a small fortune on making sure that sufficient fidget spinners are produced to satisfy demand. They are now worried that they have made too many!

You have been spending the last few days finding out which shops do not yet sell fidget spinners. After a couple of phone calls, you have managed to arrange a meeting with some potential buyers. These are huge companies and creating a good impression could mean lots of extra sales for your company. Your boss will be really impressed!

Write a speech that will be part of your presentation. Make sure that you start by greeting your audience and include the reasons why fidget spinners are great that you wrote on the first page. Keep it lively and try to include second person throughout.



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Success! The presentations went really well and several of the companies have put in big orders. You are smiling from ear to ear.

But suddenly you've had a thought! It's great that some extra shops will now stock you fidget spinners, but will customers notice them in the shops? What you need is an eye-catching logo and packaging. That should do the trick!

Logo Design

The customers are really going to notice your logo and packaging when they walk past the product in the shop. However, it would be better if they actually came looking for them. Surely that would mean even more sales!

You have decided that a radio commercial might be the best way to reach out to new customers. Try to make it as interesting and as memorable as possible. Do you need to include a jingle? Will it be funny? Script and then perform a short radio commercial.

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Banned! What do you mean banned? You have just heard that lots of schools are stopping children from bringing them into school. This is a disaster! You are angry and feel that the ban is ridiculous. Something needs to be done about it. Write a letter! Yes, that's what you'll do – write a letter to every school in the country.

Now (and this is really important) you can't write to every school telling them how wrong they are to ban fidget spinners. You are not 'telling them off' but trying to gently persuade them to change their minds. You need to be subtle (look that word up if you're not sure about it) and try to get them on your side. Be nice! You've done everything you can and a few schools have decided to lift the ban.

You are pleased that the radio commercial and redesigned packaging have resulted in increased sales, and your boss is not concerned about having lots of unsold fidget spinners.

The new head of marketing (that's you) has been amazing!