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Introducing “Stick!” Stick is the hottest new toy on the market. Kids love Stick. They can’t get enough of Stick. Stick sells millions of units every month. It’s sweeping the nation! At least it will when you and your marketing machine convince them it is. Forget that it’s really just a common stick that you would find at the base of any tree – you need to create the campaign that introduces the world to “Stick!” Use any marketing or advertising methods you think best could sell “Stick!” to every kid on the planet. Consider possible uses, applications and fun-loving tricks and tips. Hey, there was a time when the pet rock was all the rage. It’s time for “Stick!” Use your powers of persuasion, creativity, and word choice to sell “Stick!” with a commercial/pitch of at least 100 words.