Name Date
Marketing Essentials Chapter 18 Visual Merchandising and Display
eMarketing Worksheet Activity: Digital Video Sharing
<b>Directions</b> YouTube, a subsidiary of Google, is a free digital video sharing community. YouTube videos can be seen worldwide. Businesses can share their messages with the global marketplace in a video format, making YouTube an excellent marketing tool. Work alone or in small groups to complete this two-part worksheet on digital video sharing.
A. Research YouTube Conduct research in order to answer the following questions in preparation for a class discussion on YouTube's digital video sharing community and for the project you will be completing in Part B.
1. What options are offered for direct advertising on YouTube?
<ol><li>Provide an example of how a company can use YouTube to sponsor a contest in order to connect with a target market.</li></ol>
3. How could a company's reputation or a specific product's sales be affected by YouTube?
4. What ethical and legal issues has YouTube faced in recent years?

B. Using YouTube as a Marketing Tool
1. Disney created a new store prototype with lots of interactive features. It has touch screen kiosks so customers can view the store and products in 3D. They also can see video clips, articles, and social media feed, which can be shared with friends by using their mobile phones to connect via e-mail, Twitter and Facebook. Children can build toy custom cars and engage in other magical experience like following pixie dust. How could Disney utilize YouTube to promote its new prototype stores? Prepare a written proposal for Disney executives explaining how they can utilize YouTube in their visual merchandising and promotional plans. Use presentation software for your oral presentation to Disney executives. You will be evaluated on your knowledge of YouTube, visual merchandising and promotion, as well as the mechanics of your oral and written presentation.

Name \_\_\_\_\_\_ Date \_\_\_\_\_