NameDate	
Madada Farada	
Marketing Essentials Chapter 30 Product Planning	
eMarketing Worksheet Activity: Online Idea Generation	
<b>Directions</b> Getting ideas for new products has been made easier due to e-marketing. Companies solicit product ideas from outsiders and customers via their Web sites. Work alone or in small groups to complete this three-part worksheet on online idea generation.	
<b>A. Research Online Idea Generation</b> Visit the following companies online and note what they do to solicit ideas for their business operation or ideas for other causes.	
1. Procter & Gamble	
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2. Black & Decker	
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2. Consent Floring	
3. General Electric	
<b>4.</b> Pepsi-Cola	

<b>B. Getting Product Ideas via Social Media</b> Companies can get immediate feedback about product ideas via the Internet. A restaurant called 4Food uses its Web site to allow customers to create their own hamburgers by selecting the bun, type of burger (beef, turkey, veggie, or salmon), as well as all the condiments that go on the burger. Customers give their concoction a name and it is viewed on the Internet via Twitter, Foursquare, and Facebook as part of a social networking game. If others select the burger, the customer gets 25 cents credit. As the burger's popularity moves up the leader board, the customer can earn enough credit for a free burger. The gaming aspect of this competition helps promote 4Food's Web site and helps create new product offerings.
1. Have you ever voted for a new M&M candy color or a new Crayola crayon color?
2. Have you ever entered a new Ben & Jerry's ice cream flavor at its Web site?
3. What are the benefits of recruiting outsiders and especially current customers to generate new product ideas?
<b>4.</b> As a class project, design a competition to create a salad with a special name, various ingredients, and special dressing for the school cafeteria. If possible, put the competition on a social media site for ideas to be submitted and for voting to take place. Decide on a prize for the winning salad creation.

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

Name	Date	
<b>C. Evaluate the idea-generati</b> observation of the project and i	ing contest and results. Prepare a written report based o include answers to the following questions:	n your
1. How successful was the proj	ject in creating new product ideas?	
2. What factors contributed to it	ts success or failure?	
3. How would you design a new	w project to generate new product ideas?	
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