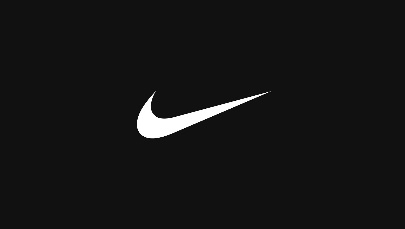
Year 12 Unit 22 Investigating Sport and Active Lifestyle Businesses Summer Task

You have been employed as a **social media marketing expert**. Your employer has asked you to create a social media marketing campaign to promote their latest **sporting services** (e.g., fitness classes, physiotherapy etc) **or products** (trainers, clothes etc).

1. You need to create a **poster** (e.g., Instagram advert) and/or a **short** **video** (e.g., tik tok) to promote your chosen product. You might want to include:
   * Description about the service or product
   * Price
   * Opening times
   * How to book/buy
2. Complete the reflection log on the next page.

Please see some businesses below to help get you started:











Reflection Log

* What does your chosen business do?

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* Who are their target customers?

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* Why did you choose this brand?

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* How does your marketing campaign meet the needs of the brand and appeal to the target market?

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* What information have you chosen to use within your marketing campaign and why?

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