

GOOD MORNING 7TH GRADERS!



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aka Hype Man

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WHAT IS A CMO?



I build the reason people want something — not the thing itself

A \$5 shirt and a \$50 shirt feel the same, but one has hype

THE 'RIGHT NOW' SALE



Your job is simple: get anyone thirsty to stop right now

Bright signs and clear messages work... we call those 'hooks'

THE 'DREAM' SALE



Big purchases need a story

*Your selling freedom, fun
and cool points*

20¢ VS. \$3.00



Same water...

...Different vibe

*Great marketing makes
normal stuff feel special*

HOW DO I DO THIS?



People need to see it first

Give them a reason to care

BATTLE OF THE BRANDS



*Two products: Smart-Bar +
Mood- Hoodie*

*Name it, price it, choose
someone to hype it*

THANK YOU