



Up at The O2 Visit Task Sheet

In your groups, you must decide upon a new, exciting product for Up at The O2. You will need to consider the marketing strategy for your new product and present this to the Dragons (the class!) at your next lesson.

During your visit to Up at The O2, you will need to consider the following:

- What **product** will work at this location? (It must be a realistic idea)
- What will your target market be? How will you **promote** your new product to them?
- What **price** might work for your product and why?

Consider how you might research your ideas during your trip:

- Market research: asking the opinions of existing customers or passers-by
- Interviewing guides on technical/operational issues
- Collecting assets (photographs etc.)

Before you arrive you will need to have thought through what information you will need to collect and how you are going to go about this.

When you reach the top of your climb, you may wish to take some promotional photographs so that you can put together an example of promotional material for your new product. (Only compact cameras or smartphones will be allowed to climb with. Photography is permitted only on the top of the roof)

Good Luck!