

Name: _____

Class: _____

Product Appeal and Consumer Acceptance

Background: Many products have been considered a failure while others have enjoyed long lives. Pick two success products and two failure products and complete the assignment at the bottom of the page.

<i>SUCCESS</i>	<i>FAILURE</i>
Slinky	AMC Delorean
Frisbee	Sony Betamax
Pampers	Crystal Pepsi
Game Boy	Surge
iPod	Laser Disks
Pepsi	Metal Slap Bracelets
iMac Computers	New Coke

Instructions: Write a short report (at least 3 paragraphs) that answers the following questions:

- Identify
- In your opinion, are there any similarities between the 2 products that you picked in terms of marketing? What are they?
- Why was the success product successful?
- How has the success product changed over time to remain successful?
- Why was the failure product a failure?
- What would you have done differently, in terms of marketing, to make the product more successful?

On Your Own:

- Think about a product on your own that was a success and think about a product on your own that was a failure. Tell me why, in your opinion, those products were either a success or failure.