

Name: _____

Class: _____

Product Appeal and Consumer Acceptance

1. Many products have been considered a failure while others have enjoyed long lives. Pick one success product and one failure product 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	Medal Slap Bracelets
iMac Computers	“New” Coke
Light Bulb	HD DVD’s

2. Write a report that answers the following questions:
- Are there any similarities between the 2 products that you picked in terms of marketing?
 - 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?