

> Lesson 4

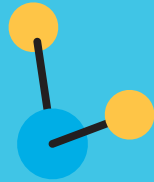
Student Worksheet

Read the brief from Smiley Teeth Ltd.

Toothpaste is a necessity for healthy teeth for everyone. You have been hired to design a new toothpaste specifically targeted to teenagers.

From some consumer research, the following comments were made:

'As a teenager I want toothpaste that lets me eat and drink the foods I like without it impacting my oral health.'



Step 1

In your group divide yourselves into the following roles:



Research & Development Project Manager (PM):

Overall decision maker on the project when decisions need to be made which impact the product design. For example if choices need to be made on ingredients and there is no consensus, the Project Manager has the overall say. The PM is in charge of the finances and the retail price of product. The PM considers the cost of ingredients added to product.



Research & Development Market Researcher:

Conducts market research to find out what products are already on the market, consider who will buy the product and who it is aimed at. Then feedback the information the information to the scientists and team.



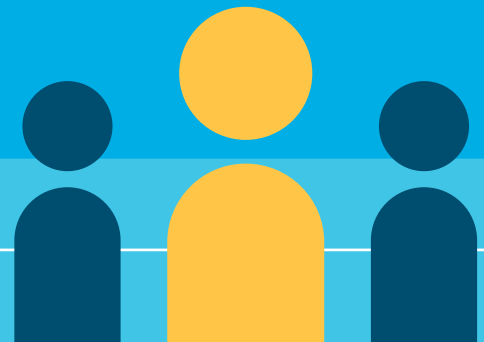
Research & Development Scientist:

Investigates what ingredients are used in toothpaste and any new ingredients which could be used. What ingredients could be used to provide a benefit for the target consumer?



Commercial Marketing Manager:

Decides how to market the new product. What is the name? Do you need slogans? How will you get customers to buy your product?



Step 2

Use the resource card provided and the following weblinks provided to research toothpaste products on the market.

www.sensodyne.co.uk

www.colgate.co.uk

www.oralb.co.uk/en-gb/oral-b-institute

www.bda.org

www.bdasmile.org

Consider the following questions:

- What 'actives' are required for healthy teeth and good gum health?
- How can you make your product unique? Different ingredients?
- Why is your product good? How will it protect teeth and gums?
- How will you sell it? Why would a shop want to sell it on their shelves? Why would teenagers buy it?

Step 3

Following your research, discuss your ideas with the rest of the group and pull together the information you need for your presentation. Draw and label your product and ensure your presentation includes the following information and the team is ready to talk about it:



What the product is / its name?



Price



The ingredients in your product, if time is short you can talk about the important ingredients. What are their functions in the product?



Packaging - what will it be made from?



Who is the consumer (who will buy it)?



How will it be advertised?



Is there any information for Health Care professionals which may endorse product?



Include any other information you feel is important

Step 4

The team will present your product to the rest of your class and explain why your product should be the next product put into production. As a team, be prepared to answer any questions that your classmates and the teacher may have.



Cogent skills
for science industries

www.cogentskills.com