Masterpiece Product Licensing

Due Date: Wednesday January 15th, 2022

The licensing of characters, works of art, and real personalities is one of the fastest growing forms of marketing. We are even seeing dead persons used in modern television ads with the help of graphic computer programs - great works of art and music have also been used by marketers to attract viewers and listeners! The added advantage of these works of art is that they are free (once an artist has been dead for 75 years, his or her work becomes public domain and can be used royalty free).

Google search: famous works of art used in advertising

Components:

Search for a great work of art which you feel can be adapted for marketing purposes – specifically for a product line eg. Men’s grooming, Stationery etc. Write a one page paper on the work of art you selected addressing, but not limited to, the following:

when artwork was created

by whom

history of the artist

why artist created this work

other works by the artist

has this particular work been used by other marketers

why are you selecting it – your interpretation of the work

why it fits your product line

You will design, create and price a complete line of products (minimum 5 items) for your selected work. The artwork/image should be placed to exact scale on your items. Take pictures of this artwork or if you are very technically savvy, use your computer skills to design the product line.

You will include a full page picture of the original art work.

You will price each product by examining similar products in retail stores, online or in catalogues and show evidence of this examination. Explaing your pricing stategy.

Finally, you will design a magazine ad for one of the products you have created using the computer with the four elements for a print ad.

Evaluation

One page history 10

Design/create product line (5) 20

Price product line (why) 5

Image/artwork 3

Magazine ad 10