

# Dream with Us Design Challenge 2023

## Marketing Plan Guide

The 2023 NASA Aeronautics “Dream with Us” design challenge asks student teams to prepare a marketing plan. Marketing plans can take many forms, but this guide will help provide resources and ideas that will help you develop your plan. This guide is meant to help teams with their plan but is not all-inclusive. We encourage teams to also find their own resources and develop a plan that works for them. Be creative! We can’t wait to see what you develop.

### Description

What is a *marketing plan*? Basically, a marketing plan is a way to show an audience the materials that will be used to reach out to a specific market. In this case, we are asking you to “sell” us your new, more sustainable aircraft. How will you do that? Well, that’s up to you. We need specific information, which is outlined below, but we encourage you to use your creative skills to figure out the best way to do that.

### Getting Started

If you’re not sure where to start, it’s sometimes helpful to take a look at what others have done. This is part of *market research*, which means you need to gather data about people or companies (your market). This is done to better understand what people need. Since you probably haven’t sold anyone an airplane before, conduct a search for existing aircraft and find out what the manufacturers of these aircraft have to say about their aircraft and how they do it. What are their selling points? What information do they include? Don’t forget to look carefully at the styles they use—the images, videos, fonts, wording.

*Consider your audience.* What type of people, or organization will want to buy your aircraft? Why? We asked you to create a more sustainable aircraft. Who might be interested in buying this type of aircraft? Why might they want it? What are its benefits? And don’t forget to *speak their language*. If you are selling something to a group of teenagers, the language you use, the images you select, and even the font you use would be different than it would be for adults who are investing large amounts of money in a business deal. Spend some time learning more about your audience and what might interest them. Also consider what your audience is going to want—for this design challenge they want an aircraft design that is more environmentally sustainable but they also need to make sure lots of people want to fly on these planes since that’s how they will make money to keep their airline in business. What will attract passengers to this plane compared to other aircraft different airlines might have?

*Consider your competition.* Can you find any other companies trying to sell sustainable aircraft? This is your competition. What does your aircraft have that others don’t?

*Get to know your airplanes.* For this design challenge, we are asking you to create a new *narrow body aircraft* or *single-aisle aircraft*. What does this mean? Basically, these airliners have a single aisle for people to walk down when they enter the aircraft and there are up to six total seats in a row. Nearly all aircraft manufacturers make this type of aircraft, and they are one of the most heavily used aircraft types.

*Set a goal.* Ask yourself why someone might want a marketing plan. Are you hoping to sell your airplane to a manufacturer (or to NASA?)? If so, think of your plan with your audience in mind and what they need. If your goal is to sell an airplane (or a whole fleet of airplanes), why would someone buy yours? What makes yours better? Make sure your audience knows what your goal is too.

### What to Include

Marketing plans can look very different from one another and this design challenge does not have a specific template or even a specific way of putting together your “sales pitch” and we look forward to your creativity. A few ideas about ways you can present your marketing plan include, but are not limited to:

- Commercial
- Infomercial
- Brochure
- Website
- Radio ad
- Other

Your marketing plan might also be a combination of what is listed above, but again, you are selling your aircraft so we leave those decisions up to you.

No matter how you present your materials, these items must be a part of the plan:

- Image of new aircraft (logo and paint scheme)
- Data about current aircraft energy consumption vs new design
- Design Balance: Include how the new aircraft considers energy usage vs economy vs flight enjoyment (no one wants to fly in an economical, environmentally sustainable aircraft that is very uncomfortable and unenjoyable!)
- Impact: Must also address what impact this new aircraft will have on all of us (amount of fuel usage reduced, pounds of CO<sub>2</sub> removed from atmosphere as a result, etc.)
  - Bonus points: explain synergistic technologies—how they work together (or conflict with one another or have benefits and drawbacks at the same time)