

# Big Apple Tree

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# Marketing Definitions

## Big Apple Tree

Science shows that it's the type of soil that creates the flavor in apples. Sour soil makes sour apples. Sweet soil makes sweet apples. You want to create the biggest apples so you plant seeds for a big apple tree.

Knowing beforehand who will buy those apples is **research**. Why you prefer to sell sweet or sour apples is **branding**. Convincing people that sour apples taste better is **persuasion**.

The logo on the sign you create along with its size, color, fonts and style is **design**. You tell people about the big apples you are growing, that's **communications**. You design a big sign which reads "*Come and see where the biggest apple tree is growing*" that's **advertising**.

If you cut up apple slices so they can taste it, that's **promotion**. The tree grows really big and falls on a neighbor's house and the local newspaper writes about it, that's **publicity**. And if you get the neighbor to laugh and talk about it, that's **public relations**.

You explain the many health benefits and that apples can also be used to make an apple sauce or delicious pie, that's **sales**. And if you devised the whole thing, start to finish, that's a **marketing** strategy. Doing all this is a **marketing plan**.

