

Macy's Thanksgiving Day Parade

Business & Marketing Case Study

An ENGAGING,
Educational & Fun
Holiday Lesson

So many Marketing,
Entrepreneur, &
Business Lessons
Learned!

Complete in Google
Slides **or** Easily Convert
to Microsoft PowerPoint

NO PREP!



BUSINESS EDUCATION WITH *Denise Leigh*



Business & Marketing Case Study on Macy's Thanksgiving Day Parade

- ★ Discover the marketing effect of the Macy's Parade.
- ★ Explore the power of guerrilla marketing.
- ★ Realize all of the hype about the giant parade balloons and their power of promotion.
- ★ Evaluate the effectiveness of promotional websites.
- ★ Discover why company image is important.

Business Education with Denise Leigh © 2023

HAPPY
Thanksgiving!

A Great
SURVIVAL
&
EDUCATIONAL
Lesson before
Thanksgiving
Break!

GUERRILLA MARKETING EXPLAINED
for a resource link to answer the questions below.

| | |
|--|--|
| What is guerrilla marketing? | |
| How did it get started? | |
| How might guerrilla marketing be used in social media marketing? | |

TYPES OF GUERRILLA MARKETING
List each type of guerrilla marketing and 2 examples of each...

| Type of Guerrilla Marketing | Examples of Guerrilla Marketing |
|-----------------------------|---------------------------------|
| 1 | |
| 2 | |
| 3 | |
| 4 | |

Business Education with Denise Leigh © 2023

Macy's Thanksgiving Day Parade



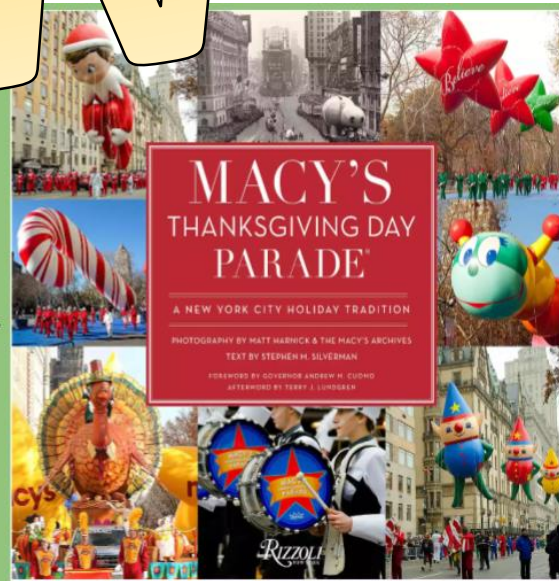

As the United States prospered during the Roaring Twenties, so did New York City's iconic department store—Macy's. After going public in 1922, R. H. Macy & Co. started to acquire competitors and open regional locations. Macy's flagship store in Manhattan's Herald Square did such a brisk business that it expanded in 1924 to cover an entire city block stretching from Broadway to Seventh Avenue along 34th Street. To showcase the opening of the "World's Largest Store" and its 1 million square feet of retail space at the start of the busy holiday shopping season, Macy's decided to throw New York a parade on Thanksgiving morning. In spite of its timing, the parade was not actually about Thanksgiving at all but the next major holiday on the calendar—Christmas. Macy's hoped its "Christmas Parade" would whet the appetites of consumers for a holiday shopping feast.

Business Education with Denise Leigh © 2023

PREVIEW

The Macy's Thanksgiving Day Parade Balloons are a type of Guerrilla Marketing. Many companies promote their brand mascots and movie characters in the parade to gain exposure and brand awareness.

Business Education with Denise Leigh © 2023

THE HISTORY OF THE PARADE BALLOONS
for a resource link to answer the questions below.

| | |
|--|--|
| What was the first balloon? | |
| What put the parade on hold during World War II? | |
| What used to happen to balloons at the end of the route? | |

Business Education with Denise Leigh © 2023



NO PREP!

EXPLORE THE PROMOTIONAL WEBSITE
 The Pillsbury website is a popular site those who love to cook and bake. Visit to complete the table below.

What are 5 things that one can find on this promotional site?

List 10 products listed on the site.

List one recipe that you would try at home.

The Ronald McDonald balloon appeared in the 2009, 2014, 2015, and 2021 Macy's Thanksgiving Day Parade.



THE HISTORY OF THE RONALD MCDONALD MASCOT
 Visit to discover the history of the mascot. List 10 things that you learned about the history of the mascot.

1

2

3

4

5

6

7

8

9

10

Concepts learned:


- The Marketing Effect of the Parade
- Guerrilla Marketing
- The Power of Promotion
- Evaluate the Effectiveness of Promotional Websites
- Why a company's image is so important

EXPLORE THE PROMOTIONAL WEBSITE
 The McDonald's Website has a wealth of information for customers. Visit to complete the table below.

What is the newest news about McDonald's according to the site? (this is usually an announcement on the first page of the site.)

What are 5 things that one can find on this promotional site?

Scroll to the very bottom of the website. What are 5 additional things that you find on this site?



MACY'S THANKSGIVING DAY PARADE

Search the web for 5 other balloons that were flown at the Macy's Thanksgiving Day Parade.

| Balloon Character | What product, event, or show is this balloon promoting? |
|-------------------|---|
| 1 | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |





The *Elf on the Shelf* balloon appeared in the 2019 Macy's Thanksgiving Day Parade.

THE HISTORY OF ELF ON THE SHELF

for a resource link to answer the questions below..

| | |
|--|--|
| According to the book " <i>The Elf on the Shelf</i> ", what does the elf do during the holiday season? | |
| Who invented <i>Elf on the Shelf</i> ? | |
| How did this idea originate? | |
| Did the author of the book mean to start a business? Explain... | |
| How was <i>Elf on the Shelf</i> marketed at first? | |
| What was a turning point in 2002 that boosted sales and made the product a household name? | |

List 3 "spin-off" products...



PREVIEW

Complete in Google Slides or convert to Microsoft PowerPoint®

USE YOUR CRITICAL THINKING SKILLS TO ANALYZE THE ELF ON THE SHELF

Who do you think is the target market for this product?

EXPLORE THE PROMOTIONAL WEBSITE

Promotional websites are created to promote, advertise, and spark interest in a product or product line.

Visit _____ to complete the table below.

| | |
|---|--|
| Once on the website, click on "KIDS". What are 5 things that a kid can do on this site? | |
| Click on "PARENTS". What are 5 things that a parent can find on this site? | |
| From your observations, what are 2 purposes for this site? | |

In your opinion, what might be the best way to advertise to your target market?



The *Pillsbury Doughboy* balloon appeared in the 2009 and 2014 Macy's Thanksgiving Day Parade.

The history of the Pillsbury Doughboy...

Click on _____ to explore the history of the *Pillsbury Doughboy*. List 10 things that you learned...

Fun Fact: What sound does the *Pillsbury Doughboy* make when you touch his stomach?

Teacher Testimonials



This assignment is great to use right before Thanksgiving break. **Students were engaged** and asked a lot of good questions about the Macy's Day parade. Some of my students were not aware of it. I always enjoy using this resource.



I needed a sub activity in November, and this was a great activity! We had a good discussion about this holiday and it's traditions.



Students comments were very interesting. Some did not ever hear of the parade which shocked me. It's very publicized. **Great lesson for the holidays.**



I assigned this just before the Macy's Day Parade and the students said that it definitely made them want to watch parade for this year.

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

