

PUMPKIN SPICE

Marketing & Economic Case Study

-  History of Pumpkin Spice
-  Seasonal Sales/Marketing
-  Bandwagon Effect
-  Product Development
-  Google Slides **or** Convert to PowerPoint

NO PREP!
FUN and DIFFERENT!
ENGAGING!



AN ENGAGING, ATTRACTIVE, & RELEVANT GOOGLE SLIDES FILE **or** EASILY CONVERT TO MICROSOFT POWERPOINT



Pumpkin Spice

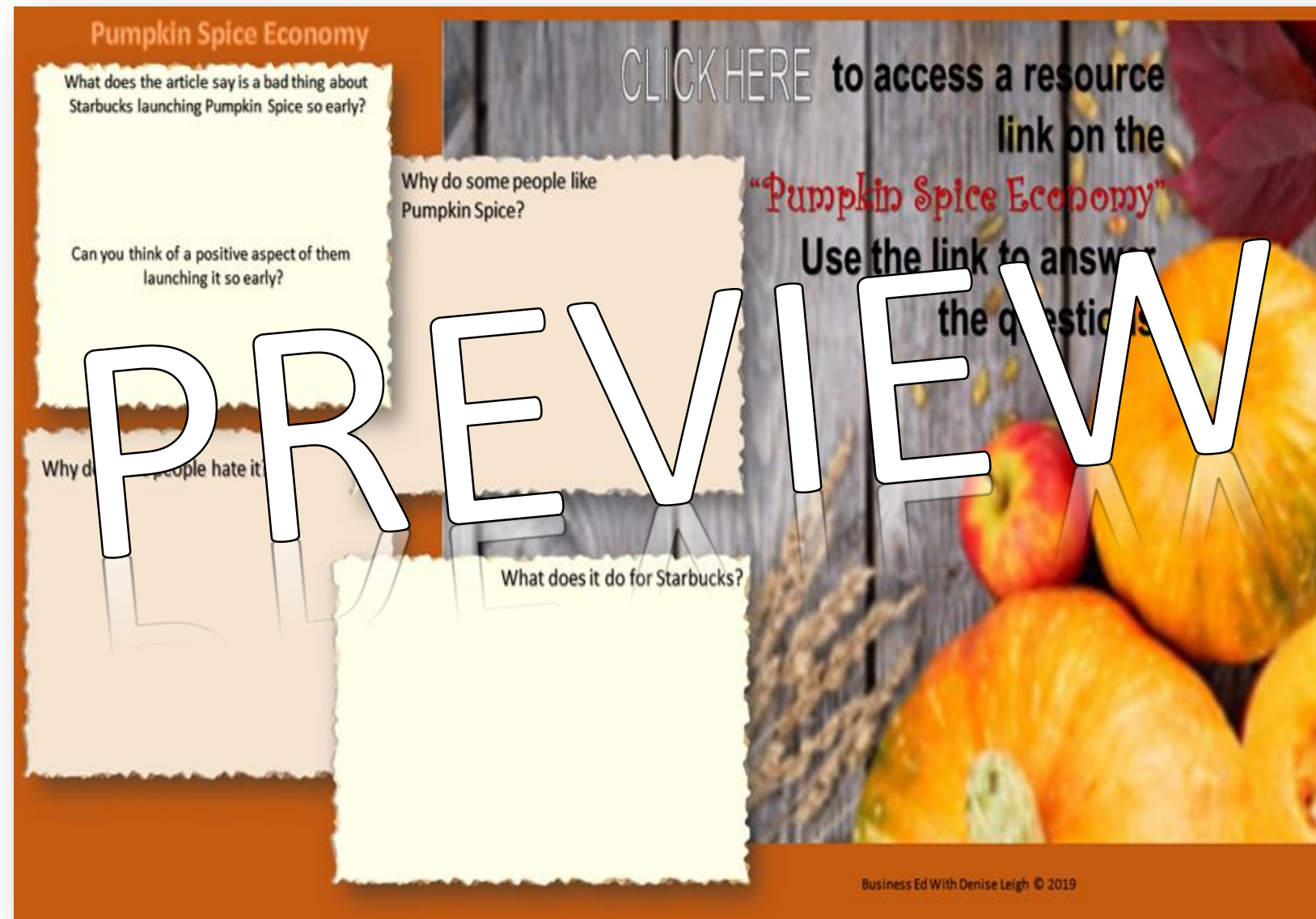
Pumpkin Spice has become one of the most popular "limited time offers" of all time!

Many companies joined the *bandwagon* and added pumpkin spice products after the craze began in 2000.

Seasonal marketing is a great way for companies and brands to keep it fresh and offer products that are like "old friends" that customers are excited to visit each year.

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PUMPKIN SPICE MARKETING & ECONOMY



Students learn about:

- How a '*Consumer Craze*' can affect our Economy and our Markets
- Assess Economic Data
- Bandwagon Effect
- Product Development
- Seasonal Selling & Marketing


7 slides in all

PUMPKIN SPICE SEASONAL MARKETING

NO PREP!
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DIFFERENT!



Seasonal Sales

Click on  to access a resource article to answer the following questions...

What does the article say about seasons as related to businesses? →

Creative marketers can do what to optimize seasonal sales? →

PREVIEW

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CONCEPT LEARNED:
SEASONAL MARKETING

PUMPKIN SPICE ECONOMIC EFFECT

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Economic Effect

CLICK HERE to find out about the economic effects of Pumpkin Spice!

Inside The \$600 Million Pumpkin Spice Industrial Complex

Maggie McGrath Forbes Staff
ForbesWomen

PREVIEW

...at 8... its... to... the... effect...
Pumpkin Spice has had on the economy since the year 2000.

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CONCEPT LEARNED:
ECONOMIC EFFECT

PUMPKIN SPICE BANDWAGON EFFECT

NO PREP!
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DIFFERENT!



Bandwagon Effect

Pumpkin Spice has become one of the most popular "limited time offers" of all time!

Many companies joined the *bandwagon* and added pumpkin spice products after the craze began in 2000.

CLICK HERE to learn more about The "bandwagon" effect. Use what you learned to answer the following questions.

In your own words, what is the bandwagon effect and how does it work?

Where did the term "bandwagon" come from?

PREVIEW

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A photograph of a hand holding a pumpkin spice latte with whipped cream and a drizzle of sauce. The background shows a table with other food items.

CONCEPT LEARNED:
BANDWAGON EFFECT

TEACHER TESTIMONIALS:



This was fun to do right before fall break. We worked through the activities and then had a pumpkin spice tasting of some products!



Pumpkin spice season is my favorite season and this is a great activity to learn about seasonal marketing.



Used this right before thanksgiving break with my Marketing class. Students loved it and found it to be really engaging. It also leads to many conversations about the bandwagon effect.

**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.

