

I'm sure she'll be here any minute...

I'm so sorry, I couldn't get here any sooner, my train was late, and I've only just got the email with your notes for today, and I've not had a moment to look them,

Have you done the slides? I thought you were doing the slides, we'll just have to pull this together the best we can...

Hello. For our Marketing Presentation exam we have chosen to promote Advent.

Yes, we've done our market research and would like to share with you the core themes and values of Advent and how these can be used in the run-up to Christmas to promote this holiday season... You won't be surprised to hear that the number one key component of Advent is...

Jesus

...that the sale of Advent Calendars will keep increasing, as people enjoy opening a new window each day to reveal...

...Jesus, the light of the world...

...or perhaps Zac Efron from High School Musical, hidden behind a milk chocolate square... here on this chart we can look at some statistics... As you can see, this shows the increase of chocolate sales during the Christmas festive season

And this chart shows the increased levels of peace of mind and contentment as people focus on the coming of Jesus and the hope and joy this brings...

...the joy of knowing that Advent means increased chocolate sales are guaranteed...

What??

The word "Advent" means...

"the arrival"

Er, yes, "the arrival" of great marketing and advertising opportunities...

In the first week we will focus on love...

...of chocolate, which is the most popular form of confectionary in Britain. The British Chocolate market was worth £2.23 billion last year (2008).

...showing just how much God loves us. And it is because of this that we can have hope...

...and that when that last window is opened on the 25th, we can celebrate the arrival of Jesus...

...and an excess amount of food in every home, including yet more chocolate, as between 35 and 40% of a whole year's worth of chocolate sales occur in one concentrated period over Christmas

(clicks on remote to another PowerPoint slide) So as you can see, the four Sunday's of Advent –love, hope, light, and joy, all lead to one thing...

No! *(fight for remote)*

We hope you have enjoyed our presentation and can go away from here today with a clear understanding of the useful application and meaning of Advent

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