

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**

**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...**

...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...

**...and that when that last window is opened on the 25<sup>th</sup>, 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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