

# Instructional Scenario



**TITLE:** Create an Advertisement Campaign for a Floral Enterprise

**Course/Duty Area:** Floral Design II/Marketing Floral Products

**Scenario:**

A floral business is starting a Bouquet of the Month subscription. The manager has asked the marketing specialist intern (you) to run a campaign to increase subscribers for this sale. The campaign will include designing a popular arrangement each month as well as publicizing the event to gain subscribers.

**Big Question:**

- What arrangements will be offered for each month?
- What advertising methods can be used to increase the number of customers?

**Focused Questions:**

- 1) What containers should be used for each arrangement?
- 2) What flowers should be used for each arrangement?
- 3) What price point should be charged for each arrangement?
- 4) How will the subscription be advertised?

**Project-Based Assessment:**

- 1) Design an arrangement for a one month of the subscription.
- 2) Design a flyer to post on social media to increase subscribers for this project.

**Teacher Resources:**

*Birth Month Flowers: What is my Birth Flower?* (n.d.). Gardenia Creating Gardens.

<https://www.gardenia.net/guide/birth-month-flowers-what-is-my-birth-flower>

Chamoun, F. *Basic Rules of Flower Arranging*. (2024). Floral Art School of Australia and International Floral Design School.

<https://www.floral-art-school.com.au/basic-rules-of-flower-arranging/>

Sager, J. (2024). *What Is Your Birth Flower? Find Out the Meaning Behind the Blooms for Each Month*. Parade.

<https://parade.com/living/birth-month-flowers-meanings>

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