

Unit 4 Handout 3

AN ADVERTISING PLAN



- 1 Choose one of the photos to talk about.
- 2 Speculate on these things and take notes:
 - a What should be the name (or brand) of the restaurant, movie, or shoes?
 - b Who is this brand for?
 - c Who is the audience for this ad?
 - d What would be a good slogan and / or text for this photo?
 - e What kind of social media might help you sell this product, service, or movie?
 - f Who would be good to endorse this product? Which people in the media?
 - g What kind of additional merchandise might help sell this product, service, or movie?
- 3 Present your advertising plan to the group.