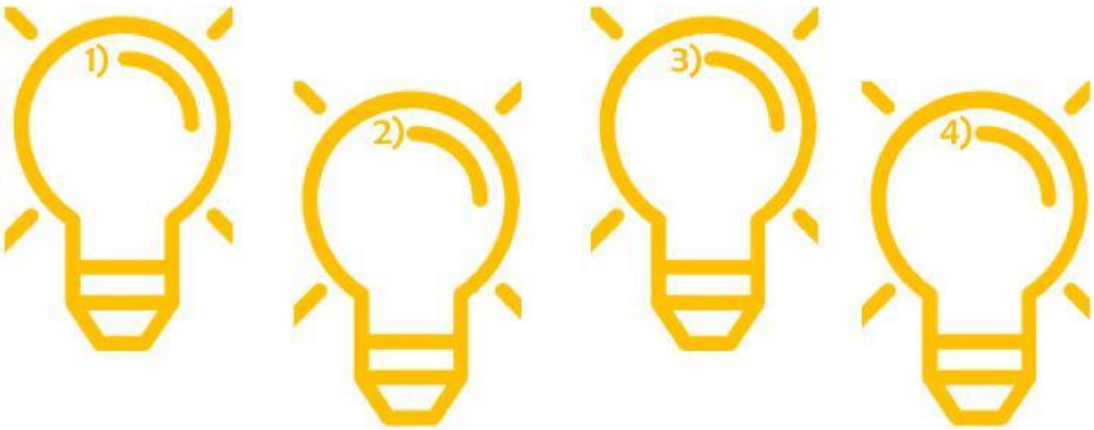
# Advertising Project Plan

## With a partner, you will make an advertisement to persuade people to buy something you invented.

Step 1: Brainstorm! Think of as many ideas as you can for a new product.



Step 2: Decide! Choose the product you will advertise.

We have invented this product: _____. People will buy this product because it _____. It is different from other products like it because _____.

Step 3: Target! Describe your target audience. Include gender, age, etc.

We will sell this product to people who are _____, _____, and and _____. We think people like this will buy this product because _____.

Step 4: Persuade! Choose the strategy you will use to persuade people to buy your product.

We will mainly use ☐ logos (information) or ☐ ethos (an expert or famous person) or ☐ pathos (emotion) to persuade people to buy this. Specifically, we will _____.

Step 5: Advertise! Choose the media you will use to tell people about your product.

The name of our product is _____. We will publicize our product's name by using this type of media: _____. To make sure people hear or see our product's name, we will put the advertisements _____ _____

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