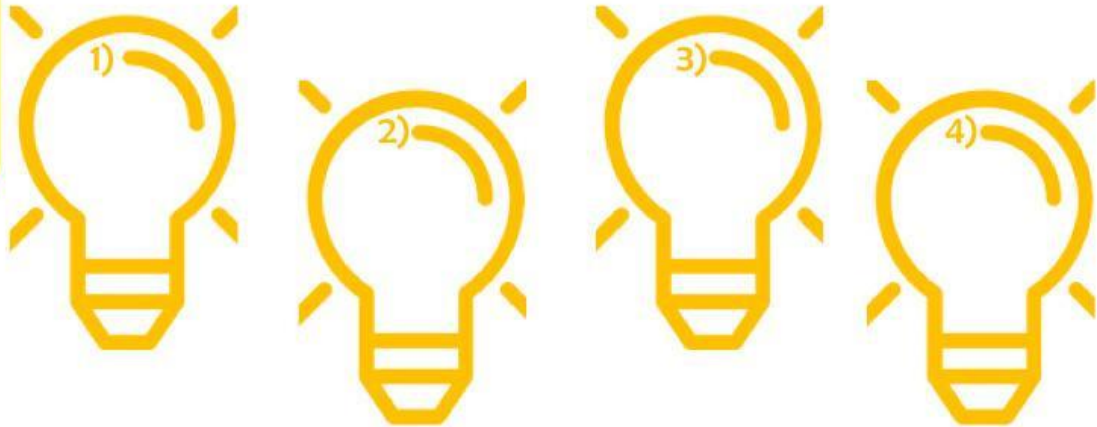


## Advertising Project Plan

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 \_\_\_\_\_.