PLANNING

Complete the following planning ideas before you design your advertisement

|  |
| --- |
| Product choice |
| Target Audience - who will buy your product –( age, gender, interests) |
| Selling Point – why should people buy your product? (price/quality/benefits/how it will improve your health/appearance/baby’s life etc) |
| Brand Name |
| Slogan/Tagline |

Image

Find a suitable image for your product – explain your choice