PLANNING

Complete the following planning ideas before you design your advertisement

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| 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