Planning Your Advertisement

Purpose of the product:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Product name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Demographic you are trying to reach (check all that apply) :

**Age**

[ ] 0-12

[ ] 13-17

[ ] 18-24

[ ] 25-35

[ ] 36-50

[ ] 50 +

**Class**

[ ] Plebian

[ ] Patrician

**Other Info**

[ ] \_\_\_\_\_\_\_\_\_\_\_\_\_\_

[ ] \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Gender**

[ ] Male

[ ] Female

**Venue**

[ ] coliseum

[ ] theater

Explain in detail how your advertisement will use **pathos (emotion)** to sell the product:

Explain in detail how your advertisement will use **logos (facts/stats)** to sell the product:

Explain in detail how your advertisement will use **ethos (credibility)** to sell the product:

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Other Advertising Strategies

Choose **three** of the following and explain how you will use these strategies to sell your product:

**Avante Garde**: the suggestion that using this product puts the user ahead of the times*.*

**Magic Ingredients**: the suggestion that some almost miraculous discovery makes the product

exceptionally effective.

**Patriotism**: the suggestion that purchasing this product shows your love of your country. (You MUST use this one for your advertisement!)

**Transfer**: positive words, images, and ideas are used to suggest that the product being sold is also positive.

**Plain Folks**: the suggestion that the product is a practical product of good value for ordinary

people.

**Snob Appeal**: the suggestion that the use of the product makes the customer part of an elite

group with a luxurious and glamorous lifestyle.

**Bribery**: offers you something “extra” with the product.

**Bandwagon**: the suggestion that you should join the crowd or be on the winning side by using a product--you don’t want to be the only person without it!

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| --- |
| Strategy # 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  How you will use this strategy to sell your product: |
| Strategy # 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  How you will use this strategy to sell your product: |
| Strategy # 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  How you will use this strategy to sell your product: |