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 +

Race 
- [ ] African-American 
- [ ] Asian 
- [ ] Caucasian 
- [ ] Hispanic 
- [ ] Other:

Gender 
- [ ] Male 
- [ ] Female

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.

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!

| 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: |