

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

Gender Male
 Female

Other:

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: