

Ad Campaign Outline: Print Ad and 30, 45, or 60 second commercial

Group Members:

Product Name:

Target Audience: (age group, ethnicity, income level, hobbies, geographics, etc.)

What is your big idea? What is your unique selling point?

Appeals and Claims Used:

What is your benefit to consumers? How can you display that visually?

What is your slogan?

Television shows that will air your ad based on target audience:

Write a brief summary of your television commercial.

On the back of this sheet, sketch a draft of your print ad.