

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

Group Members:

Product Name:

Target Audience:

Age Range:

Ethnicity:

Income level:

Hobbies:

Geography:

Other:

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

Appeals and Claims you could use: (name at least 5)

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.