Creating an Ad

Part Two

Now that you’ve completed the creative element of this assignment, you will need to provide a written explanation of your ad.

Your written component must answer the following questions:

* Why did you invent this product?
* What advertising techniques did you use? (Basically, how are you convincing people to buy your product?)
* Where would you place your ad? In a magazine, newspaper or billboard? On TV? On a website?
* Who is your target audience?
* Why would your ad appeal to your target audience?