**Market This…**

Now that we’ve explored how companies market to us through different medium, you are going to put your knowledge to the test. For this assignment, your group will be given a product that you will have to market to teens (middle school age). The catch is that the product will be something that teens normally would *not* buy. Your job is to use your knowledge of advertising strategies to make this product something that teens would *die* to have. Your marketing tool can be either a print ad or a video ad.

* **Step One:** After your teacher has given you the topic, research it!
* **Step Two:** Choose what type of ad you want to create – print ad/ video ad
* **Step Three:** Brainstorm ways that the product can be related to teens.
* **Step Four:** Choose the persuasive techniques that you will be using in your ad.
* **Step Five:** If you are creating a print ad, design a rough copy. If you are creating a video ad, write a script or storyboard for your ad.
* **Step Six:** Create the final copy of your ad!

**Our topic:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Type of ad:** print ad video ad

|  |  |  |
| --- | --- | --- |
| Information about our product | How can we relate our product to teens? | What appeals and claims will we use in our ad? |
|  |  |  |

Bologna

Prune juice

Adult diapers

Ex-Lax

All Bran Cereal

Vacuum Cleaner

Baby Wipes

Denture cream

Cane

Brussel Sprouts

The Heft