

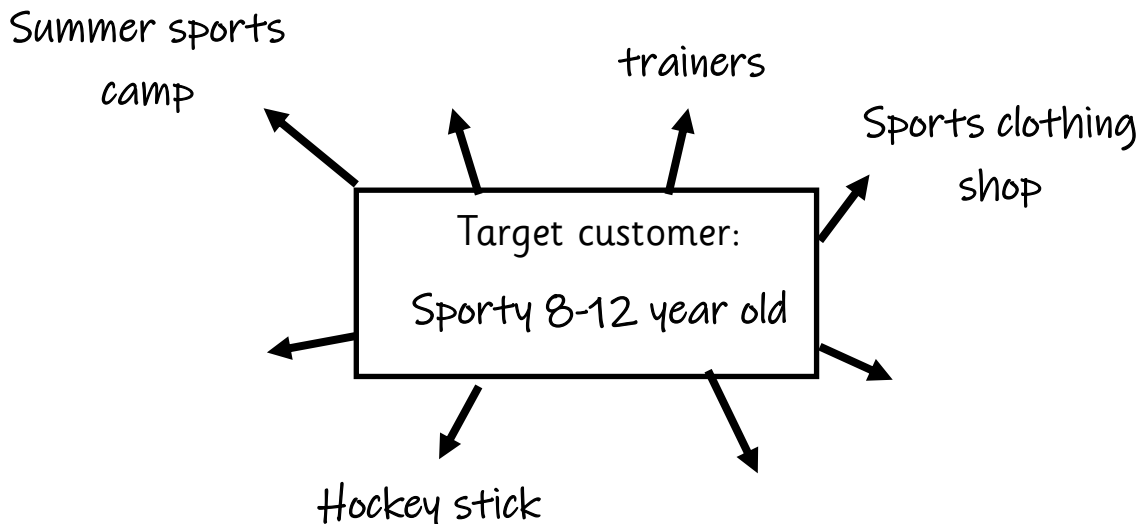
What shall I advertise?

WALT:

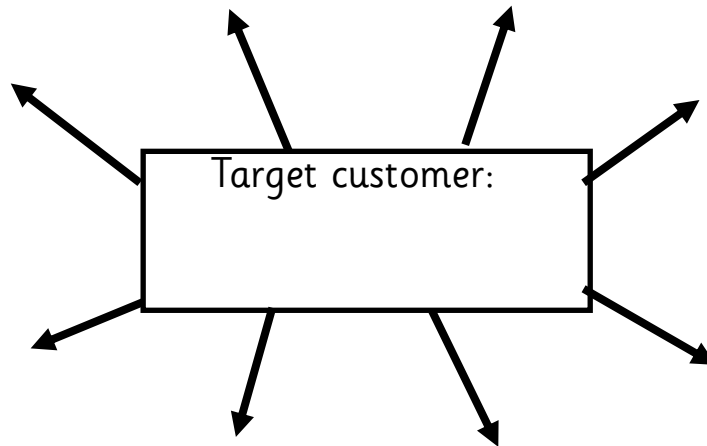
Consider a target customer and decide on a product to meet their needs

Decide who your **target customer** is. This is who you wish to advertise your product to. For example: a teenage boy, a family with young children, a sporty child or a fashion-conscious woman.

Next, consider **products** (can also be an event, shop, holiday or club) you could advertise which might appeal to them. An example has been started for you. Can you add a few more ideas?



Now complete a plan for your chosen target customer:



Choose one of your ideas to create an advertisement for. What is the **name** of your product / event?

Decide on 3 things your advertisement will **persuade** or **convince** your target customer to believe or do:
