

Advertising Fresh Food (Planner)

Group Members _____ Date _____

Who is your audience?

How will you use what you know about them to make ads that will "grab" and persuade them?

What do you want your audience to feel or believe about eating your product?

What visual techniques will you use to convey that (e.g., colors, characters, drawings, magazine photos, different sizes for words)?

What other kinds of techniques will you use (e.g., : "offers," claims, endorsements)?

How will you include nutrition information?