Inquiry Process: Advertising

## Preparing for your Final Product

What **medium** have you selected for your ad (a website, a cereal box, in a magazine, in a newspaper, on the side of a bus, or on a billboard):

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**Why** did you choose this medium?

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|  |  | **Potential Audiences:**   * Adults * My community * My peers * Younger children |
| Who is your **audience** for this ad? |  |
|  |  |

What are some good **persuasive approaches** for this audience?

|  |  |
| --- | --- |
| 1) |  |
| 2) |  |
| 3) |  |

What **design considerations** are you going to use for your ad?

|  |  |
| --- | --- |
| 1) |  |
| 2) |  |
| 3) |  |

What is your **slogan**?

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