

Delivering the Message

Name: _____ Date: _____

Directions: You have been asked to help a company with its strategies for advertising the following product. Work in your group to determine one potential recommendation for each strategy, with a brief explanation of why you chose this recommendation. After writing your answers, circle the strategy you think would be the best one to use. Be prepared to share your answers with the class.

Product to be advertised: _____

Famous Person: _____

Reason:

Expert: _____

Reason:

Ordinary Person (not famous or expert): _____

Reason:

Type of Music, Sound Effect, Color, or Image: _____

Reason:

Story: _____

Reason:

Words or Claims: _____

Reason: