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| We have just learnt and discussed some of the basics of advertising, in particular differentiation, demographics, and desire.  In your workbooks, for each of these products below write down and explain how the product could: a) **Differentiate** from similar products b) Which **demographic** or demographics the product would appeal to c) How the brand could create a sense of **desire** | |
| Macintosh HD:Users:t09113071:Downloads:bottled_water.jpg | Bottled water  $2.50 |
| Macintosh HD:Users:t09113071:Downloads:Apple-Watch-edition-2.jpg | Apple Watch $1500 |
| Macintosh HD:Users:t09113071:Downloads:1524_Chanel_Rouge Hydrabase.jpg | Channel Lipstick $90 |
|  | Surf Wax $2 |
| Macintosh HD:Users:t09113071:Downloads:829420150_1371948989.jpg | Barbie  $29.95 |
| Macintosh HD:Users:t09113071:Downloads:newtonkadumptruck.gif | Tonka Truck $39.95 |
| Macintosh HD:Users:t09113071:Downloads:xl7000-complete-set.jpg |  |
|  | Kitchen Aid Mix Master $699 |
| Choose your own product! |  |