**Year 9 Media – Advertising Campaign (Print)**

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| **Names of Group Members** |  | |
| **Client** | *Who is selling the product?* |  |
| **Product** | *Eg. Mount Franklin Water, Converse All Star shoes…* |  |
| **Desciption of Product** | *Give as much detail as possible* |  |
| **Target Audience** | *Consider Demographics!*  *Include as much detail as possible about your audience.* |  |
| **Describe your print advertisement** | *What will feature in your ad? Consider text, imagery, colours etc* |  |
| **How will the ad appeal to the target audience?** | *Will you be focusing on humour, financial, health appeals?* |  |