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My Product, My Pitch

Think about something you use *(product or service)* every week. You have been asked to create an ad to sell this product or service.

You are to give this product a <u>new</u> name:
Who might buy this product?
What will you charge for it?
Where will you advertise your product? Why?
What (singuished an about sing (source and income attention and the should be seen as 2 Who 2
What 'gimmicks' or strategies (coupons, discounts, attention getters) will you use? Why?
Create a slogan or some catchy phrases about your product that will entice the user to buy/use it
create a slogari of some eaterly principes about your product that will entire the user to buy/ use it.

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