

Name: _____

My Plan for an Ad

A lot of planning goes into developing an ad for a product. Use the organizer to explain your plan for an ad.

What is your product? _____

What age group and gender group
are you targeting?

Where will your ad appear (*labels, bill-
boards, posters?*)

What type of information will be included in your ad?

What will you do to make sure you grab the attention of your audience?

