

Advertisement Worksheet

To be completed by groups after their ads are completed.

CANDY PRODUCT COMPANY NAME:

NAMES OF MARKETING TEAM MEMBERS:

1. What target audience(s) did your team focus on? (youth, females or ethnic groups)

2. Did the Top Secret letter and Breaking News announcements change your strategy in developing your ad? If yes, how?

3. If you were to place your ad in a magazine, which magazines would you put it in, and why?
