|  |  |  |  |
| --- | --- | --- | --- |
|  | **Purpose** | **Audience** | **Perspective** |
| **1** | To persuade you to buy….(product’s name, company’s name) | Age group  Gender  Other detail | The slogan or the idea that the company wants you to believe about the product (even if it’s not true!) |
| **2** | **Billboard:**  **To persuade you to buy….(product stays the same)** | **Billboard: Change these!**  **Age group**  **Gender**  **Other detail** | **Billboard:**  **This will need to change, too!** |
| **3** |  |  |  |
| **4** |  |  |  |
| **5** |  |  |  |

* Finished with four more ads? Staple the papers together with your sheet on top
* Finished with your new billboard? Staple it to the bottom of the stack
* Make sure your NAME is visible
* I’ll collect all the assignments ten minutes before the end of class
* If you don’t finish, THIS IS DUE MONDAY **AT THE BEGINNING OF CLASS**