

## Advertisement Guiding Questions

Description	
My product idea	What type of thing is it?
What makes it unique	What makes your product better or different from its competitors?
Benefits / uses	What problem(s) does your product solve for consumers?
Target customer	Who will use this product? Who will you advertise it to?
Platform	List the stores or platforms where customers can purchase your item.
Price	How much will your product cost? If your product costs more than similar products, make sure it has special features to justify the price difference.

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Description	
Advertising format	What format will your ad be (e.g., print, video, audio, etc.)? Where is the best place to advertise to your target customer?
Advertising message	What message or feeling do you want customers to get from your ad?
Advertising tactic	What persuasive tactic will you use to achieve your desired message?
Magic words	What words or slogans will you use to communicate this message?
Visuals	What people, places, or things will you show in your ad? How will they help support or communicate your message?
Special touches	Will you use colour, sound, or other special effects in your advertisement?