

## AD DESIGN

### COMMUNICATING THE VALUE PROPOSITION

TEAM # \_\_\_\_\_

Date: \_\_\_\_\_

Member(s) Absent: \_\_\_\_\_

**Product Categories (Nail Polish for men, Toolkit for women, Dating website for the elderly, Ride-On Vacuum Cleaner for kids, Toilets by Apple, Beer Shampoo for women)**

Design a **print ad** for the product category you received.

- 1.) Create a brand name and catchy tagline for your product (2 points).
- 2.) Decide the communication medium based on your target audience. Explain why you chose this medium (2 points).
- 3.) What is the one unique selling proposition of the product that you would promote in the ad? Explain why (2 points).
- 4.) Design the print ad. (4 points).