

What is the Media?

Activity 2.1



Visit to a Shopping Centre – The Supermarket

What is your product called?	
What does it look like?	
Who might buy your product? Adults, children, younger people, older people, families?	
Who should you aim your advertising at? The buyer or the user?	
Where should you advertise? Online, posters, television, radio, apps?	
What slogan can you use to persuade people to buy or use your product?	
Does it have packaging? If so what colour, logo or brand is on it?	
Design the packaging for your product, including colour, logo or brand.	

Name: _____

Class: _____