

Advertisement Challenge Activity

An advertisement gets across the important information of a business model, such as special features and cost, that would make a customer want to buy your product or service.

This activity is modified from VentureLab.

Directions:

Create an advertisement or commercial to communicate your product, service, technology, or social enterprise. Use the questions below to plan the advertisement. You may want to use markers and poster board, a video camera, phone, other recording devices, or your computer to help you create your advertisement. It's time to think outside the box!

Plan the advertisement:

- What is your company name and product name?
- What is your slogan?
- What does your logo look like?
- What problem does your product or service solve?
- Who is it for?
- Where is it sold and for how much?
- Why should someone buy this and not something else?

Now it's time to sketch your ad!