

Product Cards

PwC's *Earn Your Future* TMCurriculum

Directions

Your group must create an advertisement for the product listed below. Begin by giving your product a name. Before you begin creating your advertisement take a moment to answer the questions on this card. You should also consult the *Types of Advertisement Claims* handout. Choose the type(s) of claim(s) you want to use in your advertisement. Create your final advertisement on the chart paper provided.

Product

Laundry detergent

Questions

1. What experiences have you previously had with this product?
2. What brand names do you associate with this product?
3. What features or characteristics would consumers want in this product?
4. What features or characteristics would you want to avoid in this product?
5. How could one product of this type stand out against another product of this type?
6. What price would you expect to pay for this product?

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Product

Cereal

Questions

1. What experiences have you previously had with this product?
2. What brand names do you associate with this product?
3. What features or characteristics would consumers want in this product?
4. What features or characteristics would you want to avoid in this product?
5. How could one product of this type stand out against another product of this type?
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Product

Orange juice

Questions

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Product

Ice cream

Questions

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Product

Sneakers/Gym shoes

Questions

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Product

Vitamins

Questions

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Product

Lipstick

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Product

Deodorant

Questions

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Product

Toothpaste

Questions

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Product

Shampoo

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