

# Planning Document for *Me, an Advertising Designer?*

Before creating your ad, you need to prepare. Start by answering the following questions.

1. After reflection, what product have you decided to sell?

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2. What are the features of your product?

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3. Who is your target audience? Who do you want to sell your product to?

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4. What is your ad's objective? Are you trying to sell a product? Tell people about it? Educate the public?

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5. What type of advertising will you be using to promote your product (bus ads, radio ad, TV ad, print ad, etc.)?

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6. Among the strategies your teacher presented, which do you intend to use?

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7. What material do you need to design your ad?

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