

# Work Plan for *Me, an Advertising Designer?*

Now that you've answered the questions in the Planning Document, you are ready to design your ad. Use this space to outline your work plan.

1. Topic of your ad: the product you are selling.

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2. Slogan: a short, catchy phrase that helps consumers remember the product.

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3. Message: information about the product.

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4. Messenger: who or what is conveying the message? Must be able to convince consumers to buy the product.

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5. Which aspects of the ad will entice consumers to buy the product?

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