

### The Apprentice ... without Alan Sugar ☺

Now you have created your product, designed the packaging and written an advertisement ... sell us your idea!

Whenever a product is created an advertising agency is brought in to market it. As well as designing the advert, as you have done, advertising agencies have to 'sell' their suggestions to the company who created the product.

Your task is to 'sell' us your advertising ideas for your product. You will present your ideas, using the following guidelines:

Introduce your product to us – tell us a little bit about the product and what it does.

Tell us about the market for your product – who is your audience and why might they think your product is appealing?

Show us your packaging and advertising – explain why you chose such things as: text; slogan; colours; image.

Remember this is a formal presentation. You will need to:

- Decide what you are going to say;
- Rehearse;
- Use a formal language and tone;
- Be enthusiastic about the product and your advertising.

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