

5. PAIRWORK – VALENTINE’S or WHITE DAY CHOCOLATES

Now work with your partner and design an advertising campaign for Either Valentine’s Day or White Day Chocolates. Be careful – the customer & consumer will be different.

Write your ideas clearly in capital letters as your campaign may be displayed on the OHP projector. Remember to think of an effective attention grabber.

PRODUCT NAME: _____

INGREDIENT(S): _____

ATTENTION GRABBER (Which type? _____): _____

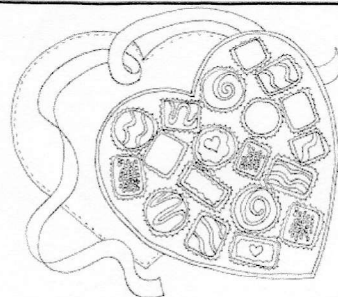
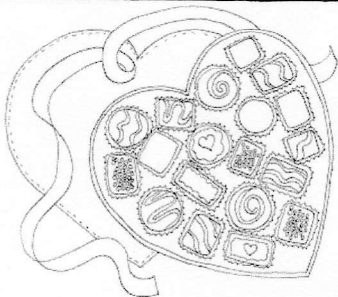
CUSTOMER OPTIONS?: _____

SLOGAN/CATCH-COPY: _____

ADVERTISING: _____

MARKETING CAMPAIGN: _____

DISTRIBUTION: _____



VALENTINE’S DAY (Feb 14: Girl to Boy)
& WHITE DAY (March 14: Boy to Girl)