Advertising Campaign Checklist

1. Name of product:
2. Demographic of target audience (can be more than one group)
3. Who will write the commercial script?
4. Who will write the radio script?
5. Who will use the camera to shoot the commercial?
6. Who will record the radio commercial?
7. Who will design the product packaging?
8. Who will create the product packaging?
9. Who will write the magazine ad? (Look online if you need help knowing what to “write”)
10. Who will design the magazine ad?
11. Who will create the magazine ad?
12. Who will design the billboard?
13. Who will create the billboard?
14. What programs will you use to create the billboard and magazine ads?
15. Who will be the actor/actress in the commercial? (can be more than one)
16. What is something funny about your product?
17. What is something logical that you want your audience to know about your product? (how does it help them?)
18. What is something emotional about your product?
19. What famous person could you pretend to have sell your product?