

Soil Supplement Advertisement

Name: _____

1. What soil supplement have you drawn from the hat? _____
2. You will create an advertisement that will encourage consumers to purchase your soil supplement product. First, you need to do some research about your soil supplement. Consumers will expect that you will be able to tell them:
 - a. What is the soil supplement used for? For example, is it intended for use on lawns, flower beds, fruit trees, corn fields, or something else? _____

 - b. How will the soil supplement benefit their plants? For example, it provides nitrogen or other essential nutrients, or it lowers the soil pH for acid-loving plants, or it provides home gardeners with a way to make their own compost for their plants. _____

 - c. What are the ingredients in the soil supplement? _____

 - d. What are the directions for applying the product to plants? _____

 - e. What safety measures should be taken when working with the product? _____

 - f. Where is your product made? _____
 - g. Why should consumers choose your product over others? _____

3. What types of magazines will you target to advertise your product? Examples include, but are not limited to, magazines for farmers, home vegetable gardeners, nursery managers, families, golf course managers, and flower enthusiasts. _____

Soil Supplement Advertisement *(continued)*

Who is your target audience and how will your design appeal to them? _____

4. Give your product an appealing name and slogan that are relevant to what you are trying to sell.

Product Name: _____

Product Slogan: _____

5. Your ad may be designed on a poster or as a digital illustration. It is due on _____.

Be creative!