

Advertising Media Assignment

You will assume the role of managerial team of a large clothing store. You are to develop an advertising plan and coordinate an in-store promotion to announce the new line of jeans coming this spring.

The jeans are expensive but are endorsed by a 20-something celebrity.

You are to select a minimum of 3 appropriate advertising media and make suggestions that coordinate an in-store promotion with the selected advertising.

- Radio
- Television Commercial
- Billboard
- Newspaper Ad
- Web Banner Ad

Name of clothing store: _____

Name of jeans brand: _____

Name of celebrity endorser: _____

In store promotion: _____

Advertising media chosen:

___ Radio Why: _____

___ TV Commercial Why: _____

___ Billboard Why: _____

___ Newspaper Why: _____

___ Web Banner Why: _____