

TMT Outdoor Advertising

21% off all Savage clothing!

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21 Savage just dropped his new album.

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 Hollywood super star.

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

- Radio
- Television Commercial
- Billboard
- Newspaper 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 Ad Why: _____