

Persuasive Advertisement Planning Sheet

Product Name & Description:

Headline:

Slogan:

Target audience: who are you trying to appeal to? Kids, mums, Australians, students, girls, boys...?

What **PATHOS** (emotive language) could you use to help sell this product?

What **LOGOS** (logical reasoning, statistics) could you use to help sell this product?

What **ETHOS** (celebrity or expert endorsements) could you use to help sell this product?

Visual elements and ideas for layout (draw a rough sketch of what you want your poster to look like):