



Radio Advertising Worksheet

NAME _____

DATE _____

Ideas to get you started:

Who is your target audience?

How would you attract their attention?

Why they should buy this product?

Is there a special health claim you want to advertise?

What is important to this audience? How does this product fill that need?

Example:

Orange Jell-O

"Orange Jell-O is packed with flavor and so much fun to eat. It wiggles and jiggles as you scoop it with your spoon. If you are not careful it may jiggle off your spoon and onto the floor. You'll laugh so hard with your friends that you may not be able to finish eating it! Not only is it fun to eat but it contains real fruit. Try Jell-O for your next snack!"

Chocolate Chip Granola Bars

Gatorade

Baby Carrots