

Ziplock



product



Coca-Cola



product



Windex



product



Goldfish Mega Bites



product



Nintendo Switch



product



KitKat Mini



product



Pizza Hut Wings



product



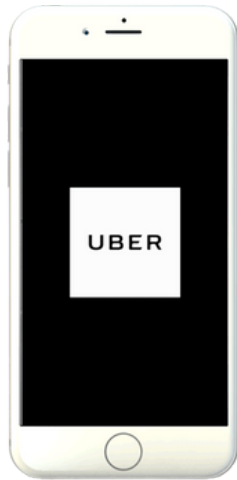
Doritos x Tapatio



product



Uber Service



product



DoorDash



product



Oreo Birthday Cake



product



Häagen-Dazs Green Tea Mochi



product



Skittles



product



Land-O-Lakes Butter Balls



product



WD-40



product



Lowe's



product



Out-of-
Home

channel



Digital
Out-of-
Home

channel



Print
Media

message



TV
Advertising

message



Out-of-
Home

channel



Digital
Out-of-
Home

channel



Print
Media

message



TV
Advertising

message



Social
Media

channel



Digital
Media

channel



Satellite or
Broadcast
Radio

channel



Streaming
Platform
Advertisemen
t

channel



Social
Media

channel



Digital
Media

channel



Satellite or
Broadcast
Radio

channel



Streaming
Platform
Advertisemen
t

channel

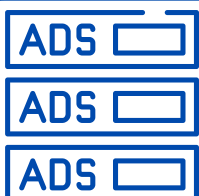


Names _____

Class Period _____



Instructions: Use the space below to create and describe an advertisement for the product and advertising channel you selected from the deck of cards in class. Once you have completed your ad, be prepared to poll the class to see if they would buy your product.



Module 4 / Lesson 2
Advertising Channels Activity
Student Worksheet