5A ADVERTISING STRATEGY

You have been asked to create an advertising strategy for a new product for the year 2030. Complete the advertising strategy template. You will then present your product strategy. *Remember to use a variety of future tenses.

PRODUCT What will consumers' needs be in 2030 and how will you meet these needs? What is your product going to be called? Does your product have any USPs (unique selling points)? Think about branding and packaging – how will it be different from the competition?	
CUSTOMER PROFILE Who will your customers be? What will they be into? What will they like buying? How will they be buying it? How much will they be prepared to pay for the product?	
ADVERTISING STRATEGY By 2030 consumers will have been using social media for advertising for over 20 years. How will buying habits have changed and how will you need to respond? How are you going to launch your product?	
ACTION PLAN Bring your ideas together to form a precise plan to present.	

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5B SNEAKY SPEECHES

pass up an opportunity	acquire things	consume too much	accumulate junk
easy prey	collect things	a soft touch	a hard sell
sentimental value	knock-down price	insatiable desire	clutter up
can't part with	chuck out	go without	splash out
buy up	hoard my old …	dump things	hang onto stuff

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5C USE YOUR ENGLISH

have an aptitude for
take a chance on
create an opportunity for
play your part in
attitudes to
make a comment on
examine the evidence for
be encouraged by
provide information about
base the theory on
relationship with
play a role in
causes of
evidence of
impose a limit on
accomplished at

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