

## Assignment Task: Advertising & Packaging

### *Written Text Component:*

I will have chosen a sports drink as my product, I have decided to name my product "Vitalize" My target audience are young adults and people play sport.

### *How I intend to market this product:*

One way in which I will make my product appeal to the target audience is to use vibrant colours. By using bright colours such as yellow and red, I am aiming that my product will be different from other products which are alike on the market. The colours will create a happy image which will be related to my product.

A second strategy in which I will make my product attractive to my target audience is the use of slogans. By using slogans such as "get a boost" or "revitalize your spirits". I hope that my product will be unlike other products on the consumer market. The slogans will make a sense of freshness which will be linked to my product.

Another strategy in which I will make my product stand out to the audience is the use of pictures of famous athletes or celebrities. I hope that my product will be differentiated from other similar goods currently for sale. The pictures will generate a sense of popularity which will be connected to my sports drink.

A fourth way in which I will make my product look appealing to the target audience is the use of health phrases such as "low in sugar". I hope that my product will be different from other sporting drinks on the supermarket shelves. The health phrases will also create a sense that the product is healthy which is associated with the product.

The final strategy in which I will make my sports drink be attractive to my target audience of young adults and sportsmen are the use of bargains, such as "buy 1 get 1 free". The discounts will create a feeling that the product is cheap and affordable which is linked with product.

**By Roydon Ng**