

7C Future tenses – 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.

<p>Product</p> <ul style="list-style-type: none"> • 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? 	
<p>Customer profile</p> <ul style="list-style-type: none"> • Who will your customers be? • What will they be interested in? • What will they like buying? • How will they be buying it? • How much will they be prepared to pay for the product? 	
<p>Advertising strategy</p> <ul style="list-style-type: none"> • By 2030 consumers will have been using social media for advertising for over 20 years. How will buying habits have changed? How will you need to respond? • How are you going to launch your product? 	
<p>Action plan</p> <ul style="list-style-type: none"> • Bring your ideas together to form a precise plan to present. 	