

## 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.

<b>Product</b> <ul style="list-style-type: none"> <li>• What will consumers' needs be in 2030, and how will you meet these needs?</li> <li>• What is your product going to be called?</li> <li>• Does your product have any USPs (unique selling points)?</li> <li>• Think about branding and packaging – how will it be different from the competition?</li> </ul>	
<b>Customer profile</b> <ul style="list-style-type: none"> <li>• Who will your customers be?</li> <li>• What will they be interested in?</li> <li>• What will they like buying?</li> <li>• How will they be buying it?</li> <li>• How much will they be prepared to pay for the product?</li> </ul>	
<b>Advertising strategy</b> <ul style="list-style-type: none"> <li>• 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?</li> <li>• How are you going to launch your product?</li> </ul>	
<b>Action plan</b> <ul style="list-style-type: none"> <li>• Bring your ideas together to form a precise plan to present.</li> </ul>	