

PRODUCTS AND CUSTOMERS - EXAMPLE MOTORBIKES - ADVERTISING

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On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

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Most companies promote their products through a range of advertising and advertising campaigns.

You have been asked to design an advertising campaign promoting the use of a commuter motorbike.

Describe how you would use the following media, to advertise a new commuter motorbike.

The Internet:

Magazines:

TV:

Radio:

Grand Prix:

Telephone Sales:

Billboards:

What would be the target market (customers) for a motorbike designed for a commuter?

Keeping in mind your target market. What name would you give to an environmentally friendly, economic, stylish and modern commuter motorbike? List three possible names below.
