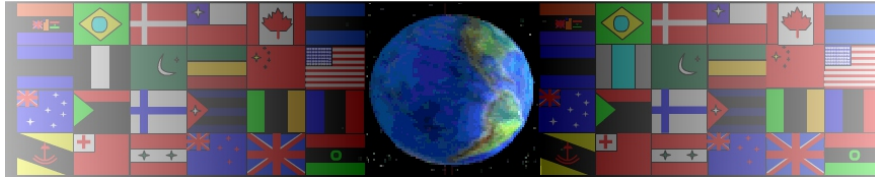


HOW PACKAGING IS USED TO PROMOTE PRODUCTS

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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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HOW PACKAGING IS USED TO PROMOTE PRODUCTS

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Using the key words / phrases written below. Explain how packaging can be used to promote products. Where possible, describe actual examples of packaged products.

GOOD/INTERESTING AESTHETICS

ADVERTISING CAMPAIGN

COLOUR SCHEMES, SHAPE AND FORM

ENVIRONMENTALLY FRIENDLY PACKAGING

BRANDED PRODUCTS

COMPETITIONS, CONTESTS, SALES AND DISCOUNTS

QR CODES
