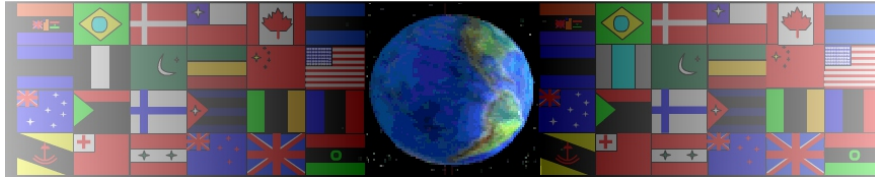# HOW PACKAGING IS USED TO PROMOTE PRODUCTS

V.Ryan © 2000 - 2013

On behalf of The World Association of Technology Teachers

W.A.T.T.

World Association of Technology Teachers

This exercise can be printed and used by teachers and students. It is recommended that you view the website (www.technologystudent.com) before attempting the design sheet .

HOW PACKAGING IS USED TO PROMOTE PRODUCTS

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

_____

_____

_____