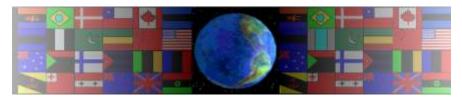
PRODUCTS AND CUSTOMERS - EXAMPLE MOTORBIKES - ADVERTISING

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On behalf of The World Association of Technology Teachers

W.A.T.T.



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PRODUCTS AND CUSTOMERS - EXAMPLE MOTORBIKES - ADVERTISING

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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.