

HOW CHARACTERS ARE USED TO PROMOTE PRODUCTS

WORLD ASSOCIATION OF TECHNOLOGY TEACHERS <https://www.facebook.com/groups/254963448192823/> www.technologystudent.com © 2017 V.Ryan © 2017

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

GOOD/INTERESTING AESTHETICS

ADVERTISING CAMPAIGN

COLOUR SCHEMES, SHAPE AND FORM

ENVIRONMENTALLY FRIENDLY PACKAGING

BRANDED PRODUCTS

COMPETITIONS, CONTESTS, SALES AND DISCOUNTS

QR CODES
