**Creating and Marketing a Product**

Economics

You are going to create a full advertisement for the good that you created within your groups last class. This advertisement can be a larger design of your rough draft or something completely different. You will need to decide which strategies you will use (listed in the packet) as you put this ad on a poster.

* A description of your product that’s “catchy” for the average consumer, as well as a slogan
* How is your product going to be produced?
* Why you think there will be a demand for your product
* Any images or pictures that would help you market your product

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