**Advertising Activity:**

Find the 2 main purposes of businesses advertising?

What does the term message and medium mean when advertising for a business?

List 5 examples of methods for businesses advertise? E.g Website

Pick 3 methods that you want to use for your businesses and explain why?

|  |  |  |
| --- | --- | --- |
| Method | Reason I have chosen it? | Price? |
|  |  |  |
|  |  |  |
|  |  |  |

When explaining your reason think about:

Meets Target market

Cost

Ease of use