

# Create an Advertisement

In order to show that you understand **persuasive techniques** and how to use them, you will create an advertisement for the **Polar Challenge** shoe design you have been working on in science class.

## Criteria for Success

- Clearly display the **name** of your product.
- Use **at least 4** of the **persuasive techniques**.
  - avant garde
  - bandwagon
  - bias
  - emotional appeal
  - facts and figures
  - fear
  - glittering generalities
  - plain folks
  - snob appeal
  - testimonial
- Include at least one **visual aid** (drawn by you) that represents your product.
- Use all of the **space** on your paper.
- Create a **rough draft** that follows all these **criteria for success** before you begin a **final draft**.
- After your advertisement is finished, write a **paragraph** of **at least 4 complete sentences** that explains how the persuasive techniques are used in your advertisement.

<b>Name of Persuasive Technique</b>	<b>How will you use it in your advertisement?</b>

Sketch your **rough draft** on this page.