



# Designing an advert - Peer review

Advertising technique	Comment
What key features will make your product appealing to consumers?	
What is a catchy strapline to add?	
Which celebrity or famous person would be a good match for the product?	
What data and facts would show this product is of value?	
In what ways are the materials of the product environmentally or socially friendly?	
What other advertising techniques have been used?	

What Went Well

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

Even Better If

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

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