



## Holiday Promotion Activity



Name(s): \_\_\_\_\_

Product: \_\_\_\_\_

### Grading Criteria

Points: \_\_\_\_\_

Presentation includes a visual aid (poster or powerpoint) with:

25

- A picture of the product
- A target market identified
- Explanation of media selected/rationale
- Clever slogan that captures theme of promotion (and is suitable for target audience)
- Evidence of effort, creativity and originality

Comments: \_\_\_\_\_

\_\_\_\_\_  
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