

## *Career Assignment: Marketing*

### *Task - Campaign*

*Create a direct marketing campaign using a poster. The product you are going to use to advertise is a pineapple lilo!*



*For the poster, think about the following:*

- *Tell us about your product (pineapple lilo)*
- *Who do you want to target / speak to, and why?*
- *What channel of communication will you use?*
- *What will be your key message for the campaign and will there be an incentive for the customers you are speaking to?*

*Think about how to make it **eye-catching** and **pop!***