BLUE.

**Sketch an illustration of the product packaging/logo:**  On a separate piece of paper think about the choice of colour and the type of font you use on the packaging. The audience needs to easily recognise your product from the advert.

Persuade(what will you do to make your audience feel they need the product?)

**Adjectives**

**Alliteration**

**Slogan:**

Think of a catchy slogan

**Name of product:**