

CW#4

Date:

Colonial Advertisement

Scenario:

You are a stock holder in one of the joint-stock companies. You've been assigned the task to work with a group of 3-4 people to create an advertisement that will generate the arrival of new settlers.

5mins- Brainstorm

10mins- Produce

5mins- Share



Things to Consider

- What will be the *selling* points?
- How can you make it attractive?
- Are there any extra incentives?