Create-Your-Own Healthy Food Ad Campaign

Name: ____________________________

1) Name of Healthy Food:
What is the name of the healthy food you would like others to eat?

2) Positive Attributes:
What are some positive things you would like others to know about your healthy food? (Refer to the pyramid guide for nutrition information about your healthy food.)

3) Target Audience:
Who would you like to eat your healthy food? (E.g. kids, teenagers, seniors, etc.)

4) Slogan/Mini Rap:
Write a catchy slogan or a mini rap which makes your target audience want to eat your healthy food. The slogan or rap should contain factual information about your healthy food and should be presented in the most appealing way possible. Remember, you want to make your target audience put down their junk food and reach for your healthy food instead!