**NAME: ………………………………………………………………………………………**

**ACTIVITY/TASK**

* **Choose any product beginning with a letter that matches your first name and propose indoor advertising, cooperative advertising and medial mix for that product. Fill in the table below.**

|  |
| --- |
| **CHOSEN PRODUCT:** |
| **INDOOR ADVERTISING (WHERE?):** |
| **COOPERATIVE ADVERTISING (WITH WHOM?):** |
| **MEDIAL MIX (WHAT TYPE OF MEDIA?):** |