

Create a Tri-Fold Brochure about Your Product

One of the major challenges in introducing a new product to the market place is educating people. People don't know anything about the new product: what it looks like, for what it's used, from where they may purchase it, and how much it costs.

Directions: You will create a tri-fold brochure to begin educating consumers about your new product. Your brochure will have six panels that you will fill with content. Here is how you will fill those panels.

Inside (Front)			Outside (Back)		
1	2	3	4	5	6

Content Requirements

1. Describe the problem that your product solves. (Are you sick of unsightly stains on your carpet...?)
2. Introduce your product. Explain how it works, what it does, and why people need to buy it.
3. Explain to consumers from where they may purchase the product and how much it will cost.
4. **This is the front cover.** Include your logo, slogan, and an image of your product.
5. Include information about your company (address, website, how the company was formed...)
6. Customer testimonials: make up quotes from people who have used the product.

Rubric

Content

Did you complete each panel? Does your brochure educate consumers about your product?

0 ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7 ----- 8 ----- 9 ----- 10

Missing almost everything *Missing panels or not following directions* *Compelling Content*

Quality

Did you use your time wisely? Is your brochure neat and complete?

0 ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7 ----- 8 ----- 9 ----- 10

Very sloppy and incomplete *Very sloppy or incomplete* *Looks good* *Fantastic*