



Creating your own potato chips: marketing

Creating a story board:

You are going to create a commercial for your chips. Think about all of the things that you would like to showcase about your product. Think about:

- The time it took to grow your potatoes
- How you cared for your crop (how did you improve the soil, how did you keep your plants healthy, watered and strong?)
- What you discovered when you harvested your potatoes
- Why your potatoes are unique (or the best!)
- Why your flavour combination produced the best chips.

The ideas:

Write down your ideas in this box.

Chip brand name:

What will you name your brand?

Can you think of something unique, memorable or descriptive?





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Storyboard:

A storyboard is used to plan a production, such as a film, cartoon or advertisement. Storyboards describe the action or scenes and the order they will be filmed. Use this storyboard to plan your advertisement for your potato chip brand. Use a combination of drawings and writing in your plan.

Scene 1
Action:

Scene 2
Action:

Scene 3
Action:

Scene 4
Action:

Scene 5
Action:

Scene 6
Action:

