



**Create an Instagram ad with your group!**

**INSTRUCTIONS:**

**Create an Instagram ad that advertises Alex the Bulldog Squishmallow. Since Instagram is a photo platform, draw a picture of the Squishmallow and write a few words about why this item is awesome that will make people want to buy it.**

**Instagram Ad Best Practices:**

- **Be creative! While the picture should feature Alex the Bulldog, feel free to use your imagination about the background. Is he in space? On a rainbow? Sitting on bed with other Squishmallow friends? You get to decide!**
- **Write a short caption about why this Squishmallow would make a great holiday or birthday gift.**

**Some things to think about while creating your ad...**

**1. What makes Squishmallows different from any other stuffed animal? Think about the way they look and how they feel.**

**2. How do Squishmallows make people feel?**

**3. Who is the target audience for this ad? Kids or adults?**

**4. What are some words you would use to describe Squishmallows that you could include in your ad?**

