For each of the following products, decide on the best advertising media to use. Explain your choice in each case.

1. Nike, who produce an established brand of sports shoes, which is sold to teenagers as a leisure shoe, wants to become more competitive with rival companies. This product is sold in many areas of the country.

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1. A new bicycle has been produced which is suitable for using over rough ground and for cycling up mountains.

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1. A new computer game has been developed.

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1. A new restaurant in a small town has opened up.

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1. A famous brand of fizzy soft drink wants to expand its sales.

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1. A local town is holding a festival.

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