[Name]

[id number]

[section]

[paste CROPPED screenshot of ad below]



Memorandum

## To: Charles Hall, VP for Marketing

## From: [who are you? Name, title]

## Date: [Date Sent]

## Subject: [Subject of the Memo]

[Opening – Get to the point in the opening paragraph. Keep things simple and short. Make it easy and fast to read. ]

[Describe audience]

[Describe ad]

[Color, font, images, graphics]

[Message – i.e, text]

[Ethos, pathos, logos in the ad]

[Conclusion – End with a call to action.]