Selling Your Agenda: Unions

The union has hired your advertising agency to promote their campaign. Your task is to design a poster, brochure, flyer, or website that addresses the following points:

• Why should one join a union?
• Why are unions important?
• What are the benefits of joining a union?
• How it will improve your (or one’s) life?

Selling Your Agenda: Factory Owners

The factory owners have hired your advertising agency to promote their campaign. Your task is to design a poster, brochure, flyer, or website that addresses the following points:

• How will workers benefit from staying at work and not joining the strike?
• How will the employers protect and support their employees if they do not strike or join the union?