

# Boaz Branding

You work for a Christian chocolatier who dreams of making a difference to the world by producing delicious, fairly traded chocolate from Ghana and Ivory Coast. As a group, you have to create a thirty second advert for a new bar of chocolate called 'Boaz'. The idea for the chocolate came from the story of Ruth and Boaz in the Bible.

**In your advert you must include the following information. Use the space below to note your answers.**

*A strapline or phrase that sums the chocolate up:*

*A description of how the chocolate tastes:*

*A line about how it helps farmers:*

*Why the brand is called Boaz:*