

The Wacky World of Advertising

THE PROJECT (Period 4)

So you've handled news writing, worked on grammar rules and completed different types of essays. Welcome to advertising – your most demanding assignment yet.

You have the joy and privilege of creating a product of your own creation.

Next, decide if you are going to work with a partner, group or be on your own. Once you've figured that out, you're well on your way.

The Task

Develop a creative ad campaign (2 ads) for the product. The ad should be a print ad of professional quality (newspaper, magazine or billboard). For the technology gurus, you may create a 30-60 second commercial as long as it includes elements in rubric.

Job Details –

Market Research -- In a separate product report, you will describe your product, listing its unique qualities and strengths and find a target audience. Put all this information into a snazzy marketing report due **May ____**. Use **Lang. Book pgs. 728-731 for help**.

Ad. Design – You will use the marketing information to create effective layouts and art for two print ads using design elements. You can use graphics from the computer, illustrate your own, or use a combination of both. All of your elements should be consistent with your campaign strategy and ad copy. Use **Lang. Book pgs. 734-743 for help**.

Copy Writing – You will also create copy for your ad. Remember to provide crucial information in the most concise, catchy way for the reader. You need a unique slogan but the same tag line for each ad. Your copy should flow together to combine all the elements into a tight campaign. Use **Lang. Book pgs. 732-736 for help**.

Part of a Team or Solo – If you decide to work with a classmate, you each need to have your own print ad for the product with a unique slogan and graphic, but all ads should have the same tagline and use design elements and wording that bind the ads together. You also need to have an individual marketing report tailored to your product in your own words, not your partner's.

So, Does It Work?

After you've created your campaign, present it to your client (hey, that's me!) and see what they think.

When It Ends and Summer Begins

You will professionally present information from your market research and tell me why I need to use your print ad campaign for my company (Yes, that means use note cards and be prepared) on **May ____**.

Remember, part of advertising is selling your ideas.

Rubric for Marketing Report (Period 4)

Marketing Report (typed, Times New Roman, 12pt. double space) included:

Grade Objectives	Meets and surpasses objectives	Meets objectives – could use slight improvement	Missing element or could use improvement	Needs some more effort/ only partially done	Not complete or very little effort shown
Thorough BACKGROUND on the product (how and why it was created, how to use it, how much it costs)	10	8	5	4	0
Distinctive FEATURES of the product and explanations (included what makes it better or unique, several reasons why it is so wonderful!)	10	8	5	4	0
TARGET AUDIENCE with Needs and Wants plus who's buying and who's using. (Who is the focus of ad?) If you are focusing on two different groups for your two ads, explain both.	10	8	5	4	0
PERSUASIVE TECHNIQUE (ex. emotional appeal, bandwagon, etc. – need more than one with thorough explanations, why will this make the best ad or ads)	10	8	5	4	0
Correct wording, grammar and punctuation with appropriate HEADINGS (words in CAPS) for each section.	5	4	3	2	1

Rubric for Advertising Project (Honors)

Design and visuals included:

• Appropriate use of type, indents and spacing plus elements that have appropriate and effective proportions.	8	6	4	2	0
• The most appropriate and effective dominant visual plus other graphics (picture of product &/or service).	12	9	5	3	0
• Design was neat and professional looking (TYPED and had COLOR).	10	8	5	4	0

Ad copy included:

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• Powerful slogans (different, large font) and catchy tagline (smaller font)	10	8	5	4	0
• Concise, powerful wording with short, easy-to-read sentences (Description of product with tie-in to slogan).	10	8	5	4	0
• Creativity and effective word play and writing techniques (parallel structures, figurative language, rhythm, etc.).	10	8	5	4	0
• Reasons to buy plus Action (where to buy, cost)	10	8	5	4	0
• Proper grammar and punctuation and no awkward wording.	10	9	8	7	6
➔ Both ads coordinated with each other with pictures and copy	5	4	3	2	1

Presentation:

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• Intro captured audience attention	5	4	3	2	1
• Explained print ad and pointed out why ad should earn all points on rubric.	5	4	3	2	1
□ For group presentations, the speakers showed how their ads were distinctive and what aspects were similar to bind the ads into a tight campaign					
• Described why his/her print ad was effective at persuading customer (example, “picture that would appeal to young audience”, pay attention to market research -- not why product is better!)	5	4	3	2	1
➔ Extra credit – used creativity and/or props and/or technology during presentation	10	8	5	4	0

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The Wacky World of Advertising

THE PROJECT (Period 2 & 6)

So you've handled news writing, worked on grammar rules and completed different types of essays. Welcome to advertising – your most demanding assignment yet.

You have the joy and privilege of creating a product of your own creation.

Next, decide if you are going to work with a partner, group or be on your own. Once you've figured that out, you're well on your way.

The Task

Develop a consistent and creative ad or ad campaign for the product. The ad should be a print ad of professional quality (newspaper, magazine or billboard). For the technology gurus, you may create a 30-60 second commercial as long as it includes elements in rubric.

Job Details –

Market Research -- In a separate product report, you will describe your product, listing its unique qualities and strengths, and find a target audience. Put all this information into a snazzy marketing report due **May ____**. Use **Lang. Book pg 728-731 for help**.

Design – You will use the marketing information to create effective layouts and art for your print ad. You can use graphics from the computer or create your own. All of your elements should be consistent with your campaign strategy and ad copy. Use **Lang. Book pg 734-743 for help**.

Writing – You will also create copy for your ad. Remember to provide crucial information in the most concise, catchy way for the reader. You need a slogan and a tag line for each ad. Your copy should flow together to combine all the elements into a tight campaign. Use **Lang. Book pgs. 732-736 for help**.

Part of a Team or Solo – If you decide to work with a classmate, you each need to have your own print ad for the product with a unique slogan, but it should have the same tagline and use design elements and wording that bind the ads together. You also need to have an individual marketing report tailored to your product and target audience.

So, Does It Work?

After you've created your campaign, present it to your client (hey, that's me!) and see what they think.

When It Ends and Summer Begins

You will professionally present information from your market research and tell me why I need to use your print ad (Yes, that means use note cards and be prepared) on **May ____**.

Remember, part of advertising is selling your ideas.

Rubric for Marketing Report (period 2, 6)

Marketing Report (typed, Times New Roman, 12pt. double space) included:

Grade Objectives	Meets and surpasses objectives	Meets objectives – could use slight improvement	Missing element or could use improvement	Needs some more effort/ only partially done	Not complete or very little effort shown
Thorough BACKGROUND on the product(included how and why it was created, how to use it, how much it costs)	10	8	5	4	0
Distinctive FEATURES of the product and explanations (included what makes it better or unique, several reasons why it is so wonderful!)	10	8	5	4	0
TARGET AUDIENCE with Needs and Wants plus who's buying and who's using. (Who is the focus of ad?)	10	8	5	4	0
PERSUASIVE TECHNIQUE (ex. emotional appeal, bandwagon, etc. – need more than one with thorough explanations)	10	8	5	4	0
Correct wording, grammar and punctuation with appropriate HEADINGS (words in CAPS) for each section.	5	4	3	2	1

Rubric for Advertising Project (2, 6 Periods)

Design and visuals included:

• Appropriate use of type, indents and spacing plus elements that have appropriate and effective proportions.	8	6	4	2	0
• The most appropriate and effective dominant visual plus other graphics (picture of product &/or service).	12	9	5	3	0
OR Commercials contained clear and effective scenes/visuals plus music.					
• Design was neat and professional looking (TYPED and had COLOR).	10	8	5	4	0
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Ad copy included:

• Powerful slogan and catchy tagline	10	8	5	4	0
• Concise, powerful wording with short, easy-to-read sentences (Description of product).	10	8	5	4	0
• Creativity and effective word play and writing techniques (parallel structures, figurative language, rhythm, etc.).	10	8	5	4	0
• Reasons to buy plus Action (where to buy, cost)	10	8	5	4	0
• Proper grammar and punctuation and no awkward wording.	5	4	3	2	1
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Presentation:

• Intro captured audience attention	5	4	3	2	1
• Explained print ad and pointed out why ad should earn all points on rubric.	5	4	3	2	1
➤ For group presentations, the speakers showed how their ads were distinctive and what aspects were similar to bind the ads into a tight campaign					
• Described why his/her print ad was effective at persuading customer (example, “picture that would appeal to young audience”, pay attention to market research -- not why product is better!)	5	4	3	2	1
• Extra credit – used creativity and/or props and/or technology during presentation	10	8	5	4	0
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