***Advertising Pitch***

Students will present their findings and research in an advertising pitch. The “pitch” is defined best by the website <http://webserve.govst.edu/pa/Advertising/adv.htm> as a 5 step process of Hi 🡪 Trust me 🡪 You need 🡪 Hurry 🡪 Buy

**(1) Hi!** Get the attention of your client with a n interesting hook or eye catching advertisement

**(2) Trust me** Build your clients trust by introducing yourselves, your roles/jobs, and proving you’re professionals. This is when you discuss your research about who the target audience is, what will attract their attention, and how your advertisement uses a specific strategy to get their attention successfully.

**(3) You need** Explain why the client needs these advertisements; maybe through an emotional appeal

**(4) Hurry** If appropriate (not always needed) stress the urgency of the situation; they need to get these ads hung soon in order for them to work

**(5) Buy** This is where you are seeking a response from your clients; do they have any questions, comments, or concerns? Do any changes need to be made? You need to make sure they’re happy, because they’re your bosses!

**The Pitch**

* Everyone in your group much talk at least once
* A visual of the advertisement(s) must be present
* The five step model must be followed
* Scripts are allowed *but* students still need to maintain proper eye contact and fluency

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