Names \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Role \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Advertising Project**

***Day One:*** *Meeting your team, choosing roles, and pitching ideas for products*

Welcome to your new group! As a group, you will need to decide on one person to be in charge of each of the following categories. When you’ve decided who will fill each role, please write their new title next to their names above.

*Creative Director*

* Moderate the group and solve conflicts, problems, or decision making
* Make sure group stays on task and completes tasks by deadlines
* Keeps track of all papers and supplies and turns them in as needed
* Listens to all ideas and comments of team members
* Is not, however, the only one who gets to make ***all***  important decisions

*Graphic Designer*

* Is in charge of the advertisements and making sure they are completed using a computer, clip art, or manual production
* Ensures the advertisement uses a specific persuasive technique
* Make sure the advertisement correctly features important information
* Is not, however, the only one that can work on the advertisement

*Public Relations*

* Be a messenger between the client (Miss Panther) and advertising group
* Identify the target audience and create an advertising campaign that successfully targets them
* Conduct the proper research to know your target audience whether through interviews, looking up online surveys, or polls

Now that you know your roles, please start to brainstorm your idea for a new product. It has to be something that doesn’t already exist, is feasible to create, and a target audience would purchase.

Try combining an adjective and a noun: Sticky Paper, Smelly Lamps, or Edible Pencils

Try combining two nouns: Phone Flashlight, mp3 Hairbrush, or Radio Picture Frame

You will not have to create the actual product, though you’re more than welcome to try, as long as it is school appropriate (i.e. no bumble bee guns). Brainstorm below! Write down at least nine ideas. When you’ve decided on a product, circle it.

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**Day Two**

You have your product! Now you need to get ready to create your advertisement.

*Step One: The Product*

(1) Name your product, make sure it’s not a product that already exists to avoid a lawsuit. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(2) What does your product do?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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(3) How will your product look (explain or sketch a picture below).

*Step Two: Target Audience*

(4) Who is your target audience? Be specific. Female Teenagers who have braces, for example.

*Gender(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Age Group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Details: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

(5) When you think of your target audience, what do you think of? List the famous people this group looks up to, interests this group has, colors that appeal to them, or any other relevant information. If you don’t know, maybe you should do research (through the Internet, surveys, or interviews) to find out. List at least six ideas you could use in your advertising to successfully target the group. For example, female children would like pink, purple, glitter, princesses, ballet, Selena Gomez, and Dora the Explorer.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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*Step Three: Creating an Advertisement*

(6) What visual publication will you use to advertise? Circle One.

 Print Ad in a magazine Billboard Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(A 9.5 by 11 inch standard (A large piece of (have it approved by

piece of paper) construction paper) Mrs. Panther first)

***(continues on back)***

 (7) Which persuasive technique will your advertisement use? Circle One.

Celebrity Testimonial Bandwagon Association Emotional Appeal

(8) How will you use this persuasive technique in your advertisement? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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(9) What is your product’s perspective (slogan)? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Create the advertisement!**

You may use any of the supplies I have provided in class, or supplies you would like to bring on your own. You will create an advertisement that includes:

* A picture of the product
* The product’s name
* A persuasive technique that persuades your target audience
* A perspective (or slogan)

**Day Three**

Today, you’ll be creating your advertising pitch. It’s not enough to have the product advertised all over, you still have to make sure your target audience sees the advertisements and wants to buy the products. Do you think ShamWow would still sell without its infomercial? That McDonalds would be as recognizable if the symbol wasn’t everywhere?

Your pitch must include:

* A catchy “hook” to get our attention and get us interested
* Explanation of the product
* An appeal to the target audience
* The perspective (slogan)
* Any details (or deals!) that make us want to use or purchase your product

But wait, there’s more! Your group will present your advertisement and advertising pitch to the class. Guidelines include:

* Every member must participate
* Every member needs their own script to use (either hand written or printed)
* All presentations must be school appropriate
* This will be filmed and put onto the Publication’s website

Write your script and make sure all members have a copy.