Who was your favorite teacher from last year?

What’s the weirdest thing you’ve seen this year?

What are the names of at least three teachers on your team?

Who is your best friend?

Think of all the things that seem so important now—wouldn’t you hate to forget them tomorrow? I’m Miss Panther and I’m here as the creator, producer, and presenter of the 2010 Lakeview Yearbook advertisements. I chose to target 7th grade students in a creative way. I decided to use the bandwagon approach so 7th grade students would feel left out if they did not buy a yearbook. First, I created a t-shirt that a few students could wear with the bright colors and the slogan “don’t be the only one without memories” to further enforce the idea that they don’t want to be left out. I also created this poster which advertises for the yearbook sales, as well. These will be posted above the water fountains, and in the restrooms so all students in the 7th grade will be sure to see them.

Advertising Project Script: Advertising Pitch

Nate, Rob, Chris

Period 5

Nate: Do you like to read?

Rob: Yes! (Jumps in with arm full of books)

Chris: Me, too! (Runs in with arm full of books)

Nate: Do you like to sleep?

Rob: (Drops all the books and shouts) YES!

Chris: (Drops all the books and shouts) ME, TOO!

Nate: Don’t you wish there was a way you could do both at the same time?

Rob: IT’S LIKE YOU’RE READING MY MIND!

Chris: ME, TOO!

Nate: Introducing the Sleep-Reader! A new product for busy teenagers, just like you! Simply plug it in (hold up picture and point to plug) and the book will read itself out loud while you sleep. Think of the possibilities!

Rob: I study science while I sleep!

Chris: I can read Twilight over and over every night and dream about it! (rips open shirt to show a t-shirt with I Heart Vampires on it)

Nate: Remember, Sleep Reader, “It’s like reading, but easier”

Rob: Hey, Chris, is that Robert Pattinson? (Points to back of the room)

Chris: Yea, and he has a Sleep Reader!

(Everyone smiles and gives the audience a cheesy thumbs up)