**Advertising Notes**

*Perspective*

* The point of view of a message’s creator, or “slogan”
* Examples: Diet Dr. Pepper is just like Dr. Pepper, Tide is better than Cheer, Kit Kats are great for a break

*Audience*

* The people who are reached by a publication
* Examples: A class reading a book, subway riders passing a billboard, teenagers viewing commercials during “Secret Life”

*Purpose*

* The reason something exists
* In publications, either to inform, persuade, or entertain
* Examples: advertisements persuade consumers to buy, books entertain readers, the news informs its viewers

**Four Persuasive Techniques**

*(1) Bandwagon*

* Creating the illusion that the majority is using a product or feels a certain way
* Examples: “Everyone is doing it!”, “America runs on Dunkin’”

*(2) Celebrity Testimonial*

* Having a popular athlete, actor, or public figure endorse a product to make it seem more desirable
* Examples: Chris Brown for Doublemint Gum, Michael Jordan for Nike

*(3) Emotional Appeal*

* Using fear, sympathy, or anger to motivate a consumer
* Example: creating a false sense of danger to sell insurance, showing pictures of starving children to raise money

*(4) Association*

* Creating the illusion that a product can create desirable effects
* Example: clothes make you pretty, body spray makes you popular, food makes you thin

Names \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

You have been asked to create a 20-35 second broadcast of a commercial to help sell the yearbook.

**Requirements:**

* Each commercial must have a specific target *audience*
* Each commercial must have a specific *perspective*
* The number one *purpose* of this project is to *persuade* viewers to buy a yearbook
* Each commercial must make use of a specific *persuasive technique*
* The commercial must contain the following true information:
  + Yearbooks are on sale at lunch on Fridays in April and May
  + Yearbooks are $21
  + You can buy them online at www.yearbookavenue.com
* The commercial **cannot contain untrue information**
* The commercial must present the information in a unique and clever way (i.e. “Got Yearbook?” and other commercial ideas have already been used; go beyond the obvious!)

**Learning Goals:**

* *Use appropriate media and technology to produce a broadcast*
* *To write and create effectively in various forms and types*
* *Work cooperatively in a group to produce a presentation*

**Idea Web**

Use the chart below or another idea organization system to brainstorm with your group.

|  |  |
| --- | --- |
| *Target Audience:*  Tip: Focus on one grade, team, or sub-group like 7th grade boys or teachers |  |
| *Purpose:*  Tip: always starts with the same phrase! |  |
| *Perspective*  *(Slogan):* |  |
| *Persuasive Technique (circle one):* | Bandwagon Celebrity Testimonial  Association Emotional Appeal |
| *Character(s):* |  |
|  |
|  |
| *Setting(s):* |  |
|  |
| *Prop(s):*  Includes music |  |

**Script**

Your script should include details about setting, characters, actions, all dialogue, and other needed details. A person should be able to read your script and create the same picture in their mind. A formatting example is:

Beth, Justin and Leah’s Commercial

*Scene One*

Setting: Mrs. Panther’s classroom

Leah: (walks into scene) Oops! (Falls and hits her head on a desk)

Justin: Uh oh! (sitting in desk)

Beth: Should we do something? (sitting in desk)

Leah: Owwww….

Justin: Yea, we should get her a yearbook.

Beth: (nodding) Definitely, she probably has amnesia.

Justin: Good thing they’re on sale in the lunchroom on Fridays in April in May

Leah: (groaning) Only $20 and I’ll have my memory back?

Beth: The yearbook: The memory maker

*Scene Two*

Setting: Lunchroom

Leah: (walks into shot, buys a yearbook from Beth who is sitting at a table, opens the book) I remember now! (smiles at camera and gives a thumbs-up)