

**Objective:** To create an advertisement for your business! For extra credit, you may ALSO create an awareness campaign for a particular cause.

**Procedures:**

1. You are working with your business partners.
  2. Assign group members appropriate responsibilities.
  3. You have already come up with your product or service! (and may have already completed a and b of #4)
  4. *If you are advertising a product:*
    - a. Make a visual of your product.
    - b. Describe what your product does and how much it costs.
  4. *If you are advertising a service:*
    - a. Make a logo for your service.
    - b. Describe what your service does and how much it costs.
  4. *If you are spreading awareness for a cause:*
    - a. Prepare facts and statistics about the problem for which you are spreading awareness.
    - b. Explain why you have chosen to take up this cause and the changes you hope to occur.
  5. **Decide how you want to present your product/service/cause to the public. Options include:**
    - a. **Three 30-second radio commercials**
    - b. **Two television commercials totaling 1 minute and 30 seconds (however you want to break down the time...One 1 minute + one 30 second.....two 45 second....etc)**
    - c. **Three billboard advertisements**
    - d. **Three print ads**
    - e. **Storyboards (minimum of 6) for a television commercial**
- \*If you are working by yourself, you only need to create ONE of the above choices...**

**Questions (which MUST be answered during your presentation) (note some overlap with Business questions):**

1. Why did you choose this product/service/cause?
2. What market are you trying to influence with your advertisement (i.e., children, teens, adults—what age/gender/income level)?
3. How did your group come to a decision about your product/service's price?
4. What type of media (television, radio, magazines, newspapers, etc.) do you feel would be most successful in advertising your product/service/campaign? Why? (Note: The answer to this does not have to be the same as the type of advertisement your group has chosen to create.)
5. Do you feel advertising is a positive or negative aspect of our society? Defend your position.

**Guidelines:**

**YOU HAVE TO GET PEOPLE TO BUY WHAT YOU ARE SELLING.** Therefore:

1. You have to get the consumer's attention.
2. You have to persuade the consumer to buy what you are selling.
3. You have to make the consumer think s/he wants or needs your product/service/supports your cause.
4. The consumer must believe that what you are selling is a better buy than a similar item being sold elsewhere. (Remember product differentiation.)
5. We will discuss tactics in class, and helpful links will be posted.

You will have time in class to work on this project, but may also need to spend time at home in order to complete it. If you have questions at any point, please be sure to ask right away. Have fun!!