

Objective: To create an advertisement for your business!

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 in addition to the logo.
 - b. Describe what your product does and how much it costs.....and why people should buy it!!
4. *If you are advertising a service:*
 - a. Make a visual of your service in addition to the logo.
 - b. Describe what your service does and how much it costs.....and why people should use it!!
4. **Decide how you want to present your product/service/cause to the public. Options include:**
 - a. **30-second radio commercial**
 - b. **15-30 second TV commercial**
 - c. **Billboard advertisement**
 - d. **Print ad**
 - e. **Storyboard (minimum of 6 panels) for a television commercial**
 - f. **Internet/Social Media**
 - g. **Anything else???**

***If you are working by yourself, you only need to create ONE of the above choices...**

If you are working in a group—you must produce the same # of ads as groups members!*

5. YOUR AD MUST INCORPORATE AT LEAST ONE DISCUSSED ADVERTISING TECHNIQUE

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

1. Why did you choose this product/service?
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 must incorporate **AT LEAST ONE** discussed technique in your ad(s)!!!

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!!