

Advertising Campaign- 1170-1270 points TOTAL

Due: October _____ 2019

(No Late Submissions)

1. Pick a partner! Choose carefully! Make sure you choose a partner who has the same work ethic as you, since both your grades depend on it.
2. Pick a product to advertise that would be directed at high school aged students. You can advertise a product, service, event, or anything else that interests you. Must be approved by Mrs. Mills.
3. Pick a result. What do you want the outcome of this campaign to be? Selling the item, making money, raising attendance, raising awareness, etc?
4. Pick a target audience on which to focus your campaign. Write the identifying information down on the worksheet in your folder (to be turned in with your final project).
5. Create 5-7 questions for a focus group. Your focus group can NOT be any peers from any of my media classes. You can create a handout so Mrs. Mills can make you copies, make a Google Form and email it out, or you can interview individuals. You will have to ask 20 people these questions and document their results, which you will have to turn in (worth 100 points). Their answers and feelings should be the foundation of your campaign and will have to be reflected in your commercials.
6. Create a theme, logo, and slogan for your campaign.
7. Create a 30-45 sec Video Commercial. (100 points)
8. Create a 30-45 sec Radio Commercial. (100 points)
9. Present your project to the class. You will need to treat this like a professional presentation. Pretend you are in the real advertising world, pitching your idea to a company who will or will not decide to hire you for their advertising campaign. Professional dress and materials are important to your grade.

Your finished project will include:

PowerPoint Presentation-

Slides for each of the following:

- Title Page
- Focus group questions and results
- Theme, logo, and slogan explanation.
- Video Commercial
- Radio Commercial

Point Breakdown:

1. Campaign Development
Worksheets (2)- **100 points**

Done: _____

Due: _____

2. Market Research: **50 points**

Done: _____

Due: _____

3. Focus Group Questions and
Answers: **120 points**

Done: _____

Due: _____

4. TV Commercial Script and
Storyboard: **200 points**

Done: _____

Due: _____

5. Radio Commercial Script: **100
points**

Done: _____

Due: _____

6. Daily work (4-5 class periods)-
100 points per day

Done: _____

- a. Coming to class prepared and using your time wisely will earn you a daily 100 points. Being on your phone, talking, not working on the assigned work, sleeping, disturbing other groups, socializing, etc. will cost you all points for the day. You cannot earn them back and there will be no warnings.

Due: _____

Done: _____

Due: _____

Done: _____

Due: _____

Done: _____

Due: _____

Done: _____

- b. Points deducted affect both you and your partner.

Presentation Date: ____ ALL FILES DUE

7. Final Submission and
Presentation: **200 points** (Test
Grade)

Done: _____

Due: _____