

Name_____

Advertising Campaign Research & Ad creation

You have either chosen or have been assigned a company or product with a strong advertising component. You will research the history of the company and the successful advertising techniques that the company has used in major ad campaigns. Additionally, you will create an advertisement to present in class that shows your understanding of effective advertising techniques to achieve a goal and to appeal to a specific target audience. Your advertisement should include all the features of a successful advertisement including the various art elements, advertising techniques, and propaganda type used by the company as found in your research, however, your advertisement will have a different target audience than that of the company's original ad campaign. You will also need an essay (preferably typed but not required) that explains all ad techniques and rhetoric (ethos, pathos & logos) used in your new advertisement; this may be supported by your research and the analysis of your ad campaign, but needs to explain your own ad creation. You will have all week to conduct research, plan and create your advertisement, but it may require time outside of class in order to meet all expectations. Remember to use ALL of your time in class wisely, or you will be left with double the work at home! There is also a rubric on how your project will be graded on the back. Take time to look over this thoroughly and use it as a checklist to earn full credit.

Schedule

Day/ location	Class Work	Due at the end of the period
Monday (Library then move into Lab 1014)	1.Receive research brand 2. Instructions for research assignment reviewed 3.Begin research history of brand/product using brand's (company's) website or other valid online sources and record information on a digital note template (of your choice).	A complete digital note sheet from brand's website including history of brand /product. NOTE: Save your digital note to your folder as... First Name AdResearch Note 1
Tuesday (Library then move into Lab 1014)	1. presentation of how to use online encyclopedias 2. Use online database to research brand's ad campaign	A complete digital note from database source on advertisement campaign NOTE: Save your digital note to your server as... First Name AdResearch Note 2
Wednesday Library	1.Continue research (as needed) 2.Begin advertisement and essay rough drafts -essay needs to explain techniques used and rhetoric	1.Completed research-turn in both digital notes to WORK_DROP folder 2.A rough draft, sketch or plan for advertisement
Thursday	Work on advertisement and essay	75% of your advertisement 80% of essay
Friday Classroom	Present advertisement Choose between competitor's ads (interactive observation activity-will explain at beginning of class)	Completed advertisement and essay turned in

Directions for Cornell Note 1

1. Go to Library Resources
2. Open Research Central
3. Find "Advertising Research" and click "GET IT!"
4. Select the "Note Taking Tools" tab
5. Click on "Cornell Note Taking Tool"
6. Save as "First name AdResearch Note 1"

Getting information:

- ❖ Search the Internet for your company or brand's website
- ❖ Find the "History" or "About Us" or "Our Story"
- ❖ Make notes on your note sheet
- ❖ Copy URL address to "Bibliography Information" on Cornell Note
- ❖ Click Citation Machine link, select MLA, and Web Document to create a citation
- ❖ Copy and Paste the citation for "Bibliography Information"
- ❖ ALSO SEARCH FOR...Product History, Product Ingredients, Product Manufacturing

Directions for Cornell Note 2

REMEMBER TO OPEN AND SAVE A BLANK CORNELL NOTE from Research Central!
Save Cornell Note as "First name AdResearch Note 2"

1. Go to Library Resources
2. Click on the PowerSearch database
3. Type "marketing campaign" in the search box
4. select Gale Virtual Reference Library
5. click search
6. Double click on *PUB: Encyclopedia of Major Marketing Campaigns*
7. Select the "eTable of Contents" tab
8. Double click on the arrow/triangle before "Volume 2"
9. Scroll through the table of contents to find your company name and select it
10. Use the information on an ad campaign to find out the following information
(Copy and paste these Q's to Cornell Note)
 - a. Why did the company create this specific advertising campaign?
 - b. What is the target audience (market)? You need at least 3 demographics
 - c. What competition does the company/product have?
 - d. What advertising techniques were used to attract attention to the ads?
(marketing strategy)

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Plan for your ad:

1st: You should have completed your research and gained a good understanding of the techniques & rhetoric used in the previous ad campaign.

2nd: Specify the target audience for this product. Remember the various *demographics* of a target audience such as *gender, race, age, lifestyles and interests*. **THE AD YOU CREATE MUST FOCUS ON THE OPPOSITE OF THE TARGET AUDIENCE DETAILED IN YOUR RESEARCH.** Ex: if the usual target audience is: middle aged, Anglo, women, then your ad should be for: young, Hispanic, males.

Your target audience needs to have 3 specific demographics that the ad appeals to.

Target Audience Demographics for marketing campaign in research	Opposite Demographics to create an advertisement for
1.	1.
2.	2.
3.	3.

3rd: Answer the 5W's +H questions to draw conclusions with creative answers.

For example-

Q: "Why would a young, Hispanic, male (target audience) want Special K cereal (product)?"

A: it provides them with vitamins and nutrients for being active, or it is a fast and tasty way to start the day before school

Use the target audience for YOUR NEW ad to answer the questions	
1. What appeals to this target audience? (What is the target audience interested in) 2. What benefits would the target audience gain from using this product?	1. 2.
When would this target audience use this product?	
Where would this target audience use this product?	
Why would this target audience want this product?	
How would this target audience use the product?	

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4th: Make a list of the techniques used in previous ads for your product to include propaganda techniques (transfer, emotional words, testimonial, bandwagon, etc.), art elements for pictures (color, spacing, depth), use of pictures in comparison to text, slogans, symbols, and themes. *Focus on the trends in the ad campaign to use in your own ad.*

Ad Techniques I am “borrowing” from the company/product website:	Ad Techniques I am “borrowing” from the old ad campaign:

5th: Rhetoric of YOUR Ad: Ethos, Pathos, Logos Brainstorming for ad and essay.

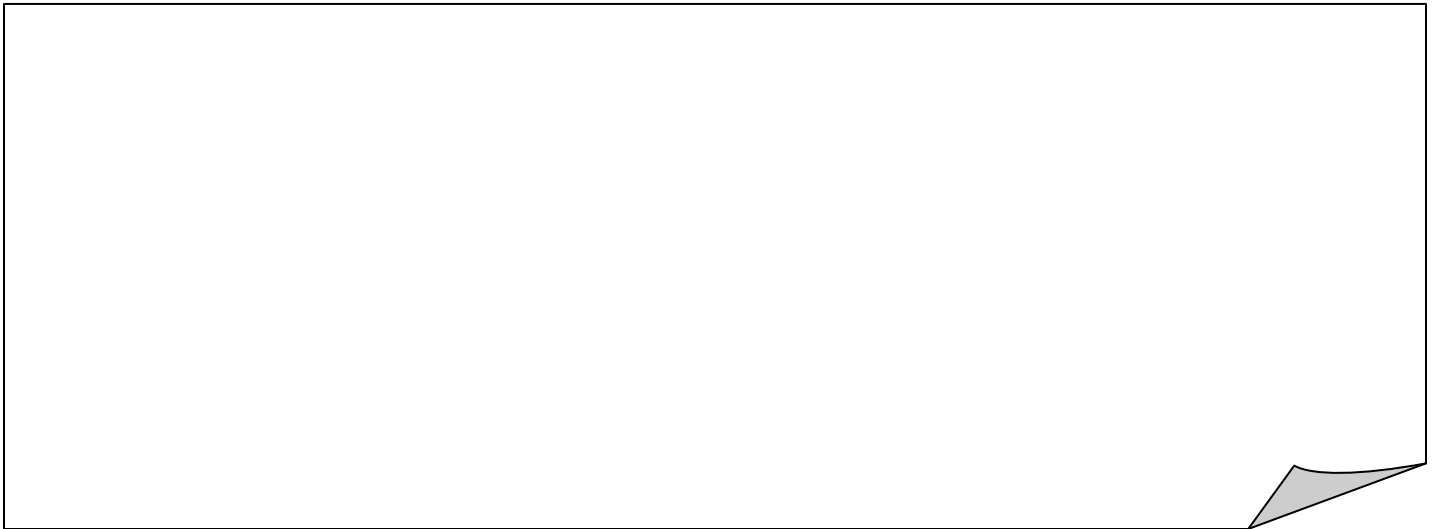
Ethos: Utilize the research of your company/product to explain the credibility of the author.	
Pathos: 1. How will you make your audience feel? 2. What language & images will you use to achieve that?	
Logos: Look back to the 3 rd step to logically appeal to your audience.	

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6th: Get Innovative and Be Creative!!! Put your on twist on the information you have gathered to make your ad not just better but the best! You can use new ad techniques or slightly change the product. Write your ideas here...

7th: Specify the media type (print ad, tv commercial, billboard, etc.) This may be the same or different from the original ad. Then plan your layout-even though it might not seem important- IT IS. A well planned layout will prevent your ad from looking like a sloppy picture of a product with a title. Things to consider: a scenic or shaded background?, a border?, people or not people? Location/position of product?, logo/slogan position, font, and color, redesign the logo or creatively use the old logo?

Media type: _____



8th: Draw or type/print your graphics. This is not art class, but your ad should look really good if not great, so take your time or find pictures (and yes-color them). We will be in the library so you can use Paint, or Microsoft Word for WordArt, Clip art, or you can bring your own from home.

❖ You can create a free account on WWW.GLOGSTER.COM, use Microsoft Publisher's Advertisement template, Microsoft word, or create a drawing of your own.

Required Content for Essay:

❖ From Cornell Note 1:

- Brief history of brand and product
 - **Explain the ethos** within ad based on company as author

❖ From Cornell Note 2:

- What trends did you find in the product's previous advertising campaign?

- *What is the target audience for the product's advertising campaign, and what is the opposite of that. (Remember you will create your advertisement to aim at the "opposite" target market)*
 - ***Explain the pathos of your ad:*** *What things, people, places, saying, etc. appeal to your "opposite" target market that you included in your advertisement.*
- ❖ *From Plan for Your Ad*
- ***Explain the logos:*** *What propaganda technique/s did you use, and why do you think that would be most effective?*
 - *What pictures and text did you use and why? Explain the art elements used to highlight your text and pictures.*
 - *How did you make the advertisement innovative? Or, how did you make your advertisement or product so appealing that "I HAVE to have it!")*
- ❖ *Anything else you want to tell me about your research or advertisement*
- ❖ *Remember, it is not required that you type your essay, but it should be as neat and clean of errors as possible.*

Category	Disregarded Expectations (-10 points)	Nearing Expectations (-5 points)	Meeting Expectations (-3 points)	Exceeding Expectations (-0 points)
Research	Missing three or more parts of the digital notes or brainstorm parts; incomplete digital notes or brainstorm lists in three or more parts	Missing two parts of digital notes or brainstorm research; incomplete on two or more;	Missing one part of the digital notes or brainstorm research; incomplete on one or more;	Thorough and complete research including two digital notes pages and planning/ brainstorm lists (see Monday and Tuesday on above schedule) according to guidelines
Essay Note: -5 pts for illegible/messy writing -1 point for each mechanical error	Briefly explains pictures, text and target audience.	Provides some explanation of research to advertisement comparison; explains pictures, text, and target audience.	Introduces company, provides most of the advertising techniques, connects advertisement choices to research, explains target audience.	Provides explanation for every aspect of the advertisement including connection to brand and ad campaign research (ethos), specified (and opposite from brand's usual) target audience. Fully explains ad techniques used (pathos & logos) Continues →

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Advertisement Techniques	Work includes pictures and text, but does not resemble an advertisement or include advertising techniques	Advertisement includes a picture and a catchy slogan, but lacks use of art elements, has an unclear target audience, or no obvious propaganda technique	Advertisement is aimed at target audience and uses some art elements. Also has obvious propaganda technique and a catchy slogan.	Advertisement is aimed for target audience with good use of art elements, obvious propaganda technique, and includes catchy slogan
Advertisement Quality (Effort)	Advertisement does not include color, is too small to see, or obviously appears to be "last minute" work	Advertisement is colorful and relates to similar advertisements, but is somewhat messy (smudged, mistakes) or does not show creativity.	Advertisement is colorful, neat, and easily viewed from several feet. The text and content are similar to that used in previous advertisements.	Advertisement is colorful, creative and neatly completed. The text and/or content are related to previous advertisements, but also innovative and catchy. Pictures and text are large enough for class to see.
Presentation	Hardly audible, looked at advertisement instead of class, only briefly explained advertisement.	Somewhat low volume, slouched posture, with little eye contact. Very little research for advertisement explained.	Volume clear, confident posture and frequent eye contact. Explained most of the parts of the research/advertisement.	Excellent posture, volume, eye contact, and clarity. Explained advertisement thoroughly and made connections to research.

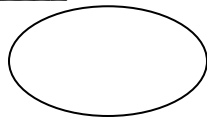
Grading Rubric

Everyone starts at a 100! Points are deducted based on product evaluation.

100

- ____ Research
- ____ Essay/Mechanics
- ____ Advertisement Techniques
- ____ Advertisement Quality
- ____ Presentation

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Final Grade