

The background of the slide features a watercolor-style design. It consists of several horizontal brushstrokes in various shades of blue and green, layered over a light cream or off-white background. The strokes are soft and blended, creating a textured, artistic effect.

ADVERTISING CAMPAIGN PROJECT

PROJECT INFORMATION

This product contains 5 tasks that can be used to assess knowledge of advertising mediums by instructing students to create an advertising campaign for a business.

Project : Task#1

Planning Your Campaign

THE TASK:

In this task, you will be identifying some *aspects of your advertising campaign*, researching the cost of potential advertising mediums, and choosing the business you would like to create an advertising campaign for.

1. What **product** did you choose?
2. What is the **name** of the **company** that produces that product (this will be your client)?
3. What is the company's mission statement?

Advertising Campaign Objective

- a. Create **one objective** for your advertising campaign.
 - i. Be sure to make your objective **specific** and **measurable** and give it a **deadline**.

4. Primary and Secondary Markets

- a. Define who the **primary target market** is for your product. (You must include **AT LEAST ONE demographic, psychographic, and geographic. BE SPECIFIC!!**)
- b. Define who the **secondary target market** is for your product. (You must include **AT LEAST ONE demographic, psychographic, and geographic. BE SPECIFIC!!**)

5. Advertising Budget

- a. You will have **\$5,000-\$7000** to run your advertising campaign.
- b. Using the Internet, research the **average** cost of the following advertising mediums:
 - i. How much on average does it cost to run a **print ad in a local magazine versus a national magazine?**

Project : Task#1

ii. Use the research how much a company would pay to run a radio ad.

1. What type of radio advertising did you choose (traditional or streaming)?
2. If you chose traditional advertising:
 - a. What city did you choose?
 - b. What is the potential reach?
 - c. How much will it cost for 30 seconds of air time?
3. If you chose streaming advertising:
 - a. Which outlet did you choose?
 - b. What is the circulation?
 - c. How much is the minimum cost?

iii. Use the research to determine average cost of a billboard and record your answers below.

1. What city did you choose?
2. What type of billboard did you choose (physical or digital)?
3. What is the cost?
4. Taking your budget into consideration, would you be able to include a billboard as a medium of advertising in the campaign you are creating for your client? Why or Why not?
5. Explain your answer.

iv. Research the going rate for **30 second television commercials** in primetime on network TV.

1. What is **one television show** that your **primary** target market would most likely watch?

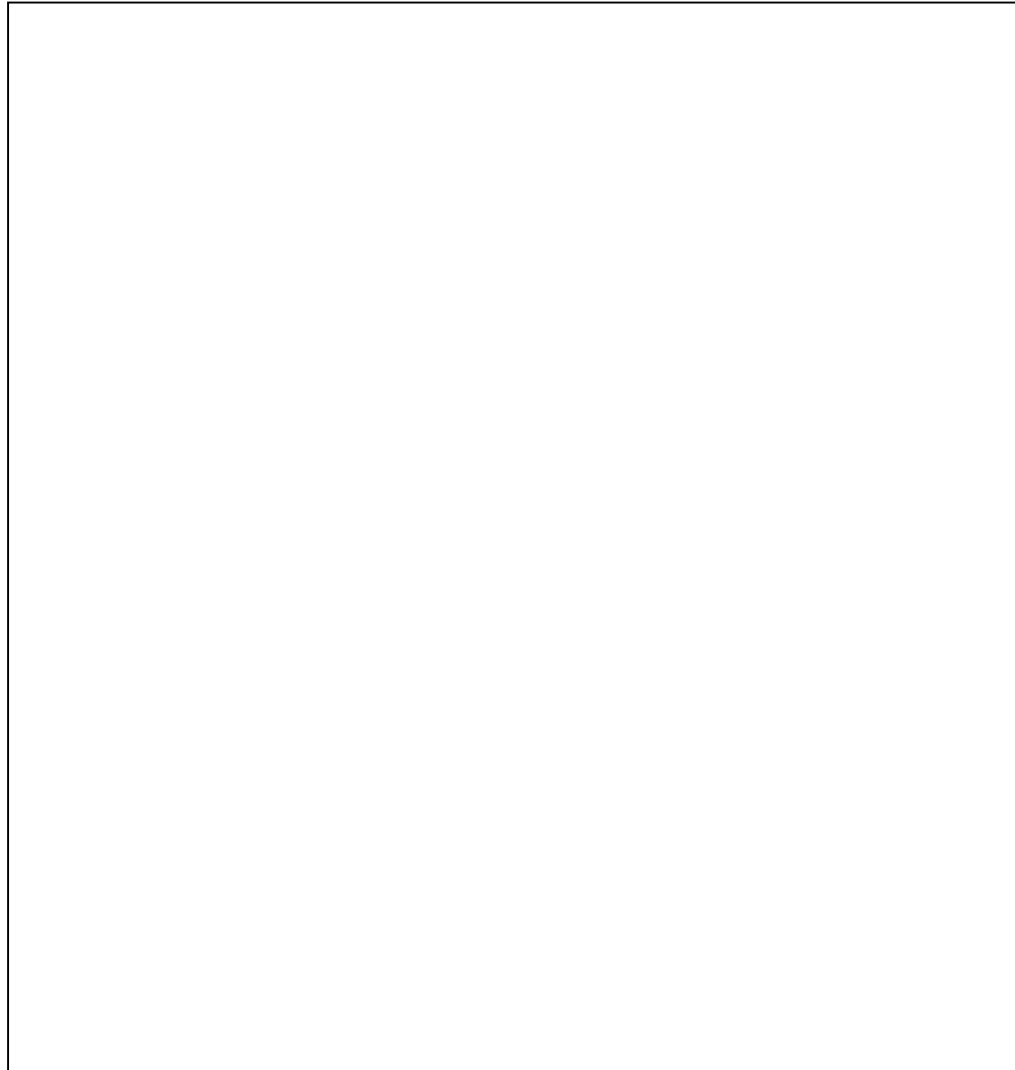
Project : Task#1

- a. How much does a 30 second spot cost to air during that show?
2. With the budget you were given, would running a television ad be an option for you to include in your campaign? Why or why not?
3. Would you use social media as a part of your advertising campaign? Why or why not?
4. What social media platform most closely matches your **primary** market? Why?

Capstone Project: Task #2

PART 1: BRAINSTORMING & SKETCHING

PRIMARY MARKET AD SKETCH

A large, empty rectangular box with a thin black border, intended for sketching a primary market advertisement. The box is centered on the page and occupies a significant portion of the lower half of the document.

Project: Task #2

Part 2: Creating The Print Ad

Now that you have chosen your client, it is time to begin working on the advertising mediums your campaign will consist of. The first medium you will use is print advertising.

- ❖ You will need to produce **one** print ad that is targeted toward your **primary target market**,
That's 1 print ads.

SAVE A DIGITAL COPY OF YOUR ADS. YOU'LL NEED THEM FOR YOUR FINAL PITCH.

- ❖ Each ad must include the following elements:
 - **Company logo**
 - **Headline**
 - **Copy**
 - **Contact Information**
- ❖ To create your ads, you may use the following digital resources:
 - www.canva.com
 - Choose the magazine cover templates
 - www.postermywall.com
 - Choose the magazine cover templates
 - **Photoshop**
 - You may use photoshop **IF** you are familiar with it.
- ❖ **Before** you begin creating on the computer, sketch your ideas for each ad on the worksheet given to you by your instructor.
- ❖ You will print your final ads in color on magazine paper and turn them in **WITH** the worksheet you sketched on. (optional) or Present PDF Copy in the project file you will submit to your instructor.

Project: Task #3

Creating Digital & Social Media Content

As you have learned, digital and social media advertising are necessary in today's world for companies to be successful. The next piece of your advertising campaign will consist of creating digital/social media content for your client to use on their website and social media pages.

- ❖ Choose digital/social media content from the list below that you will create for your client. When choosing among social media options, keep in mind who your client's primary target market is and what platforms they use most often.

- **Digital Advertising**

- Banner Ad
- Promotional Video

- **Social Media Advertising (Choose any 1 platform)**

- Facebook Post (Use Facebook Post Template in Canva) or
- Instagram Post (Use Instagram Post Template in Canva) or
- Twitter Post (Use Twitter Post Template in Canva)

- ❖ Create your digital/social media content using the following online resources:

- **Digital Advertising**

- Banner Ad ([Canva-Postcard Templates](#)) (Use free images only or upload your own)
- Promotional Video ([WeVideo](#))(Use free images/video only or upload your own)

- **Social Media Advertising**

- Posts ([Canva](#)).
- Select the template that corresponds to the names above.
 - **EX: If you're choosing the Facebook Post, use the Facebook Post template.**

- ❖ Put ALL of your social media content into one Google doc and submit it to your instructor.

- If you created a promotional video, copy the link and paste it into your Google doc.

SAVE YOUR CONTENT. YOU'LL NEED THEM FOR YOUR FINAL PITCH.

Project: Task #4

Designing A Radio Ad

As you've seen through your work on previous projects and the notes you've taken, radio is still a very popular way for businesses to advertise. In this assignment, you'll be creating an ad for your client using the radio medium.

❖ **Create** a concept and script for a 30 second radio advertisement for your client.

➤ Using the template below, identify your primary target market and write a radio ad script that includes the following elements:

- Attention grabbing opener
- Major content
- Call to action

➤ Once you have identified your target market and written your script, answer the questions below your script template.

❖ **Share your template with your instructor for grading.**

**REMEMBER!! YOUR RADIO AD MUST ATTRACT
YOUR PRIMARY MARKET!**

Project: Task #4

Designing A Radio Ad

PROJECT TEMPLATE

Campaign Objective:

Give the campaign objective(s) you created in Task #1.

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Client's Primary Target Market:

Give the details of the client's primary target market you identified in Task#1.

<u>Item</u>	<u>Description</u>
<u>Target Market Demographics:</u>	
<u>Target Market Psychographics:</u>	
<u>Target Market Geographics:</u>	

What will you be trying to communicate to your listener through this ad?

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Radio Ad Description:

<u>Item</u>	<u>Description</u>
<u>Gender of Narrator:</u>	
<u>Character Narrator is Playing:</u>	
<u>Vocal Direction:</u>	
<u>Suggested Background Music:</u>	

Project: Task #4

Designing A Radio Ad

<u>Suggested Sound Effects:</u>	
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Radio Script:

Type your script into the table below.

<u>Attention Grabbing Opener</u>
<u>Major Content</u>
<u>Call To Action</u>

Choose at least 3 local radio stations you could put your ad on and list them below as well as *WHY* you chose each one.

Radio Station	Why You Chose It
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Project: Task #4

Designing A Radio Ad

PROJECT: TASK # 5

THE FINAL PITCH

Directions:

Congratulations! You have completed the main components of your ad campaign!

Now it is time to pitch your ad campaign to your client (your instructor and a judges panel). Complete the following to prepare for your pitch.

1. Name Your Ad Agency

- a. As a group, come up with a name for your business, the advertising company.

2. Create Your Pitch Deck (Google Slides Presentation):

For your pitch presentation, it is important for you to have a visual of all components of your campaign.

- a. **Create** a Google Slides presentation including all information listed below.
- b. Be creative with your slides presentation while also being professional.
- c. You may download a background from www.slidescarnival.com to use if you like.

Put your slides in the following order:

Slide 1: Name of Your Ad Agency and Names of Team Members

Slide 2: Name of Your Client and The Product You're Campaign Is About

Slide 3: Your Ad Campaign Objective and Description of Your Primary and Secondary Markets

Slide 4: Print Ad For Primary Market

Slide 5: Banner Ad or Promotional Video

Include an explanation of why you chose to create this digital content.

Slide 6: First piece of Social Media Content

Include an explanation of why you chose this social media platform.

Slide 7: Radio Ad and Additional Information

- i. Upload your radio ad
- ii. What were you trying to communicate?
- iii. What 3 local stations you would air the ad on and why you chose them.

Slide 8: Closing Slide

Your Pitch:

Your pitch must last a minimum of 10 minutes, but not go over 10 minutes.

Each team will be asked two questions regarding the project. Be prepared.

PROJECT: TASK # 5

THE FINAL PITCH

Grading Rubric

CATEGORY	Good	Average	Worst
Speaks clearly	Speaks clearly and distinctly all of the time and mispronounces no words.	Speaks clearly and distinctly most of the time and mispronounces no words.	Does NOT speak clearly and distinctly most of the time AND/OR mispronounces more than 1 word.
Enthusiasm	Voice shows a strong interest and enthusiasm about the topic throughout the pitch, but it is not overdone.	Voice shows some interest and enthusiasm about the topic throughout the pitch.	Voice depicts apathy or boredom with the topic.
Awareness of Audience	Pitch was constructed to fit their intended audience and would entice them to listen.	Pitch was somewhat constructed to fit the intended audience but they would not be enticed to listen.	Pitch was not constructed to fit the intended audience.
Inclusion of Elements	All required elements were included in the pitch	1/2 of the required elements were included in the pitch	None of the required elements were included in the pitch
2 Questions	The team was confident in answering their questions and gave good explanations.	The team was not able to confidently answer one of the two questions asked.	The team was not able to confidently answer both questions asked.