Ad Campaign



**Introduction**

Propaganda: information, ideas or rumors deliberately spread widely to help or harm a person, group, movement, institution, nation, etc.



**Task**

Your group will put together your own company, choose the product or service and put together an advertising campaign to convince your audience to use your company or product.



**Process**

You have been put in groups of randomly. You will be presenting your advertising presentation done or not. You can ask for a morning pass if you want extra time. You can also do some of the work at home.

 

**Resources - General**

Assign duties to each person in the group. You will download Worksheet 1 to keep track of what each person in your group has done. No one should say I don't have anything to do. If a member of your group doesn't want to do their share, it must still be done.

A complete project will have the following:

1. A prezi presentation showing your product and why your audience should choose your company. It must include your company name and logo, a chart showing how using your company will help their company grow, explanation of your product or service, examples of your product or service and contact information. This will be presented at the end of May. Every person in your group must have a speaking part during the presentation.

2. A sales brochure. Go to my Files Page>Brochures and choose your brochure. This must include your company name and logo, explanation of your product or service, picture of your company, contact information, names of your group, examples of your product or service and an order form. Drop for printing.

3. Company Logo. This logo will be put on all of your work. You don't have weeks to design this. Just make one quickly and go to the next step.

4. TV Commercial. This cannot last more than 30 seconds. During the presentation you will show your commercial. You will also need to write a jingle for your company. Use Photo Gallery and Movie Maker. If you want to use the Flip Cameras, filming will be done in the lab or classroom with a teacher.

5. You will create a set of business cards. They will be passed out during the presentation. They can be printed on colored card stock. Your company name and logo, names of your group, and contact information must be on each card. Download the template. You will find the template under my Files Link>Templates. You have different choices for your template.



**Conclusion**

Drop each part of the project to Ms. Beth as you finish it. If you have dropped it correctly, everything that needs printed will be printed. The prezi and commercial will be placed on the teacher's computer, ready for presentation after you drop them to Ms. Beth.

The project is due the beginning of May. Presentations will take place the next week. Each presentation has a 10 minute time limit including the 30 seconds for the TV commercial.

Don't spend alot of time discussing things. Make a decision and get to work.