

Name: _____

Advertising and Media Project

Why did they make that?

Silly items sold!



Name: _____

Product Advertisement



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You work for a marketing company and have been asked to make a magazine advertisement and a radio or television advertisement for a product of your choice. You may choose one of the following:

1. A product that most people would find unappealing. (e.g. mustard-flavoured toothpaste or skunk-scented perfume).
2. Invent your own product (e.g. pocket-less pants).

Your job is to create a convincing ad, whether the product is appealing or not, that will persuade people to purchase your product! Remember you are creating a persuasive piece of writing. Your ad will need to include an overt (obvious) and implied (hidden) message, a stereotype, and three advertising conventions.

You will need to think about your ad before you make it. Use the following organizer to plan out what you will do and how you will do it.

When your magazine ad is finished begin to write the script to advertise your product on television or radio.

Remember have fun and be creative.

Name: _____

Advertising Conventions

Convention	Description	Example
Name Dropping	A celebrity uses this item.	Crosby uses this hockey stick and he scores lots of goals.
Facts and Figures	Use statistics and facts to make your claim.	9 out of 10 dentists recommend this toothpaste.
Comparison Test	Compare your product to another similar product.	Just feel how much softer your skin is.
Sex Appeal	Make claims that if you use this product you will be as sexy and attractive as the model in the ad.	Lauren uses this perfume and look at all the friends she's got.
Snob Appeal	Make your product look like it will give you the good life.	Smart shoppers buy this.
Bargain	Offer your product or claim it is being sold at an unusually low price.	Only \$19.99 if you buy today.
Weasel Words	Use very descriptive words that state your product is the best.	Fantastic, huge, best ever....
Bandwagon	Claim that everyone uses this product so why don't you.	All great ball players use it. All your friends have one.
Hidden Fears	If you don't use this bad things will happen.	If you don't use this you won't be part of the in crowd
Humour	Make people laugh and think your product is fun.	Elephants wearing your shoes to show durability
Secret Ingredients	Something in your product makes it like no other. No success has ever been seen like this before.	Scientists are amazed with the results.
Exaggeration	Exaggerate what the product can do or make promises that you can't be held to.	Once you use try our gum you will not chew anything else

Name: _____

Product Name

Description of the item

Target Audience (Who will want to buy this product ex. Age, gender, social group)

Overt Message (This is what your product is and will do)

Implied Message (Hidden message)

Conventions and Strategies (e.g. Bandwagon) Explain how convention will be used.

1. _____

2. _____

3. _____

Name: _____

3. _____

Advertisement Components	1	2	3	4
Target audience, stereotype are included in write-up	Understands a few components and gives a simple explanation for each	Understands some of the components and gives some explanation for each	Appropriately understands each component and gives a complete explanation for each	Understands each component and gives a complete and complex explanation for each
I can create an overt and implied message in my ad.	Contains simple messages that are unrelated	Contains simple and related messages	Contains a clear and relevant overt <i>and</i> implied message.	Contains a complex overt <i>and</i> implied message.
I can create an ad that neatly and clearly communicates my information.	Ad is poorly organized with little attention to neatness or detail	Ad is somewhat organized with some attention to neatness or detail	Ad is clearly organized and visually appealing	Ad is clearly organized and visually appealing with added features
My ad contains three different marketing conventions.	One convention or conventions that are not obvious	Two conventions and/or all conventions are not obvious	Three obvious conventions	Three complex, obvious conventions
I can create a radio or T.V. Script that communicates my information.	Contains a simple messages that is difficult for the audience to follow and has little to no description of the product or its use	Contains simple message with little detail or description about the product or its use that is somewhat attention grabbing	Contains a clear and relevant message that clearly describes the product and its uses and is interesting to watch	Contains a complex description of the product and its uses in a creative manner that grabs the audience's attention
I can present my radio or T.V. ad to get my message across	I don't speak loud or clear enough for my audience to hear. I read from my script. I have no props or sound effects. I don't look at the audience while presenting.	I use a voice that is difficult to hear but clear. No props or sound effects are used or they are unrelated to my ad. I sometimes look at the audience while presenting.	I use an interesting voice that is usually at a good volume, and clear. I use props or sound effects. I look at the audience while presenting.	I use an interesting voice that is at a good volume, clear and expressive. I use interesting props or sound effects. I look at the audience while presenting.

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