

You're Hired!

Designing an Advertising Campaign

Introduction:

You're Hired! Or Are You?

You and the members of your group work for an Advertising Agency. You have been struggling to get some of the big contracts that are available. This is the last chance that you and your team have to impress your bosses.

Task:

You and the members of your Advertising Agency have been hired to design an advertising campaign for a product. You and the members of your team will decide on the product you wish to focus on. Ideally, you should select a product that is used by the members of your group. Once a product has been selected you will prepare a PowerPoint presentation (Star Office Presentation or Corel Presentation can be used) where you will try and persuade your teacher and classmates to go along with your advertising campaign. The quality of your presentation will determine if you are hired or not!

Process:

1. *In groups of three to four decide on the name of your advertising agency. You might also want to develop a logo for your company (Adobe Photoshop) and business cards (Microsoft Publisher 2002)
2. Select a product you wish to design a new Advertising Campaign.
3. You and your group will now take on the role of market researchers. As market researchers you want to find out as much information about the people who use the product you are representing. This group of people are referred to as your target audience. Once an audience for your product has been established, a marketing strategy can be developed.
4. *What is a marketing strategy? A marketing strategy will help to increase awareness of the product that you are focusing on. Your advertising campaign will focus on making the product more appealing for your target audience.
5. *What is the basic appeal of your product? What does your product offer your target audience? Does it offer a change in lifestyle? Does it make their lives easier? Does it enrich their lives? The product's appeal will help determine the approach you take in your campaign.
6. * Conduct an opinion survey.

Your advertising agency needs to find out more about your target audience. Conduct an opinion survey where you find out information about the likes/dislikes of your target audience. Try to ask at least 10 to 15 people in your target group.

Keep in mind, the information you collect will help you to design your whole advertising campaign. Some questions might include peoples opinions on the product you are preparing the campaign for? Ask questions relating to your target audiences habits. Do they watch television? Do they listen to the radio? What are the favourite radio and television shows of your target group? What kind of music do they listen to? Try to come

up with 7-10 survey questions.

7. Organize your survey questions into graphs. Copy them on to Star Office Presentation, Microsoft PowerPoint, or Corel presentation. If these programs are not available to you consider placing your graphs on posters.
8. Analyze your data. Be sure to include an explanation on how your graphs influence your advertising campaign. For example, your survey should give you some insight as to the habits of your target audience. For example, if your target audience is into skateboarding you might design your campaign and a commercial based around your product and skateboarding. If their favourite kind of music is *'Rock and Roll'* you might want to use this type of music in a commercial. Once you have interpreted your graphs, give a brief explanation of how this information will help you shape your campaign. This will reveal to both your classmates and your teacher that your campaign is based on factual information about your target audience.
9. The FUN PART! You may now begin to design your advertising campaign. Try to base your decisions on your surveys. You want to grab the attention of your audience. For example, if your target audience is into the colour blue. You might want to change the packaging or logo of the product. You may have a famous celebrity promote your product. You might want to consider placing ads on billboards, newspapers, city buses and magazines. You might consider designing radio, television and Internet ads. You and your group's members need to brainstorm about the direction you would like to take in your campaign.
10. The FUN Continues! At this point, the writer, graphic designer, and media buyers come into play. It's the writer's job to come up with a slogan, catchy phrase and a commercial that will grab the attention of the target group. The graphic designers job is create a new look that will make the product stand out. The media buyer will help decide what types of advertisements you will be developing and where they will be shown (radio, TV, billboards). It is recommended that everyone in your group help out will all tasks.
11. Implementation of Ideas! Now its time to get down to business!!!! Take all your ideas and bring them to life. You need to be really creative. Remember you are trying to persuade you classmates and teachers to give you the contract of designing an advertising campaign.
12. Presentation: You and your group members will present your advertising campaign ideas to the class. Organize your presentation by going over your surveys regarding your target audience. Keep in mind that you work for an advertising agency and you're presenting your findings to people who work for your product company. Be professional. Know your topic!

Resources:

Student page

Parent page