

Term Project #F1.1: Advertising¹

Personal Finance 522



Description

Your project is to create your own commercial advertisement. You are free to choose any product or service on the market. Alternatively, you may create your own product or service. To get into the right frame of mind, pretend you are a big-time advertising executive and that you only have one week to create this commercial.

Project Objectives

In groups of four (4), students will investigate, learn, and apply advertising principles. Specifically, students will be given the opportunity to learn:

- Basic advertising concepts;
- How advertising works;
- The goals of advertising;
- The anatomy of an advertisement;
- The process of creating an advertising campaign;
- Advertising strategies;
- Advertising issues and trends; and
- Limits of advertising.



This project will also allow students to develop new literacies involving written and oral communication combined with audio, video, or graphic images. It will also provide the opportunity for students to collaborate, engage in self-directed learning, and use media to create knowledge.

Tasks to be completed

| TASK # | DUE DATE | DESCRIPTION |
|--------|--------------------------------------|---|
| 1 | As soon as possible | Study the attached <i>Advertising Information Sheet</i> as well as the <i>ADVERTISING: How does it work?</i> handout given to you in class. |
| 2 | As soon as possible | Study all the advertising strategies discussed on both handouts. Afterwards, choose one or two of these strategies to advertise your product or service. |
| 3 | Wednesday, December 20 th | Write a 2-page double-spaced research paper on the bulleted topics listed in the <i>Project Objectives</i> above. Use Times New Roman 12-point font. In your paper, be sure to cite your sources using APA-style citations. You must include a cover page, your typed research, and an APA-formatted reference page. |
| 4 | | Once you have chosen the techniques, create a script for your commercial which includes dialogue and a description of what is taking place (location, setting, desired outcome). Refer to the example attached to these instructions. You may consider creating a free account on https://www.celtx.com/index.html to write your script. |

¹ Special thanks to Mr. Swirsky for this assignment content.

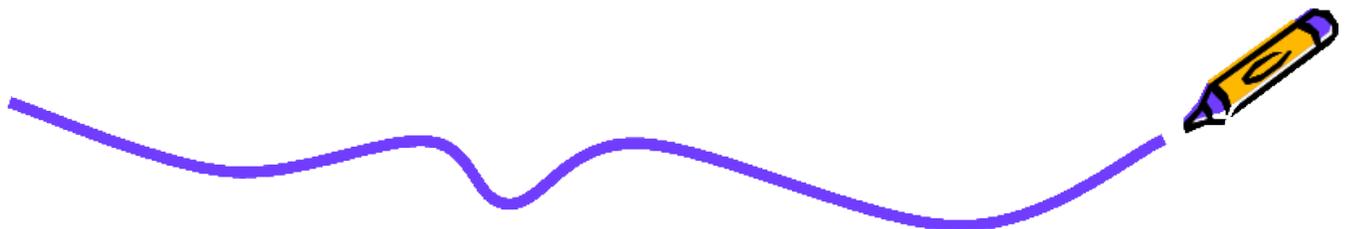
| | | |
|---|--|--|
| 5 | | Show your teacher your script and have it signed for approval. |
| 6 | | <p>After your script has been approved, begin filming you're your commercial. It can be either <u>exactly</u> 15, 30, or 45 seconds in length.</p> <ul style="list-style-type: none"> • Please refer to the <i>Remixing Media</i> handout for online remix tools. • You may also make use of MediaBreaker Studios, a free online video editing tool: https://mbstudios.thelamp.org/auth/login |

Things to keep in mind

- You don't have to be in the commercial.
- You may only use three (3) photos from the Internet and you must cite your sources on a reference page using the APA format. All other photo or video clips must be your own.
- You can film your commercial anywhere appropriate.
- You are not limited to class time or the confines of this school.
- You may use people as extras who are not in your group or class, but you cannot ask your friends to leave class to film.
- Feel free to film before school, at lunchtime, after school, weekends, or other appropriate times.

Due dates

The due date for each task is listed in the table above. As stated in the course outline, there will be a 10% penalty for every day it is late. The assignment will not be accepted after 3 days of the due date (weekends will count for 1 day).



Advertising Strategies Used to Sell Products and Services

Ambiguity: To disguise or omit (leave out) information.

Appeal to logic: Convinces consumers that they are making the right decision in buying the product.

Association with a celebrity: If you like the celebrity that endorses the product(s), you are likely to buy.

Comfort and enjoyment: Suggesting we will enjoy more success if we use the product.

Comparison and incomplete comparison: To criticize or mock the competition.

Conformity, imitation, desire for popularity, worship of an ideal: Get on board and enjoy the product and have a good time like everyone else; don't be left behind. Be like the rest of society.

Facts, numbers, statistics: Gives the product or service credibility.

Humor: Makes you laugh to get your attention.

Product placement: The promotion of branded products within the context of a show or movie to give the impression that a product is really used and well-liked by others (e.g., see a Pepsi cup on America's Got Talent or a Tim Horton coffee mug on a morning television show).

Repetition: Say it often enough and they believe it.

Sales: Persuades you to shop.

Scarcity effect: Creating a false sense of urgency so that consumers buy the product immediately.

Scare techniques: Tell them how the product will solve their problems or that not buying the product could lead to complicated issues (e.g., body odor, plaque, ants in the house).

Sex appeal: Though sexually appealing imagery may or may not pertain to the product, it often helps sell.

Snob appeal: Keep up with high trends or the cool people.



Script (example)

CHARACTERS

MOM

DAD

TOM, Lisa's big Grade 9 brother

LISA, Tom's Grade 7 sister

JOHN, the "cool" Grade 9 neighbourhood boy

CAT, Tom and Lisa's cat

DOG, John's dog

SCENE 1: The basketball practice

This scene takes place in a playground. The stage is decorated with make-believe playground equipment, balls, and a mural of a basketball court.

John: Hi Lisa! How are you?

Lisa: *(Yawning. Stretching.)*

I'm doing just fine. You?

John: Great. I'm looking for your brother Tom so I can practice basketball. Do you know where he is?

Tom: *(TOM enters the playground whistling a happy tune. LISA waves to her brother TOM.)*

I hear my name; that is so cool!

John: *(In a waving motion, JOHN instructs TOM to come over.)*

Come on, let's practice one-on-one basketball.

etc...

Personal Finance
FIN522-??

← ?? is your group number

**Cover page
example**

Term Project #F1.1: Advertising



← Download the high resolution logo from our class
web site: <http://mansour.lbpsb.qc.ca>

By : John Smith, Julie Lambert,
Steve Dodge
For : Mr. Mansour
Due: Day_of_week, Month Day, Year

John Rennie High School
Lester B. Pearson School Board
Pointe-Claire, QC
Canada