English 11 – Advertising Project #3 – Digital Advertising and Product Placement

So many of the advertisements we see today simply would not have existed ten years ago. Pop-up ads, embedded ads, sponsored stories, google search ads, banner ads, re-targeting ads (ads that entice a user to visit a site by taking into account the user’s past web history), flash ads, in-game ads, email ads, youtube ads, and ads that exist within social media apps are flashing before our eyes every time we go online. Similarly, product placement – which is not a new advertising strategy – is a form of advertising that goes beyond traditional print ads and commercials.

For this project, you will find and analyze FIVE advertisements that fall into five of the **different** categories listed above.

For each advertisement, create one google slide (your final project will include five slides plus a title slide) in which you include the following info and items:

* an image that represents the advertisement as you would encounter it (screen shots will work most effectively for this step, but you may have to be creative with some of your ads) along with a description of how you encountered it (I was playing a video game, checking my email, looking at instagram, etc.)
* **WHAT** it is (see the list above: pop-up ads, embedded ads, etc. – there probably exist categories that are not included in my list – feel free to identify and use additional categories)
* the **purpose** of the ad – what is it trying to get you to do?
* at least one **advertising device** that is employed in this ad. Include the name of the device and a description of how it is employed in the ad.
* at least one **basic need** that the ad is appealing to. Include the name of the need and a description of how the ad is appealing to this need.
* a brief note about your **reaction** to this ad.

Timeline:

4/24 – introduce and start working

4/25 and 4/26 – work on this in class

Due at the start of class on Monday, 5/1 – must be clearly labeled (last name – digital ad project) in your shared folder to receive credit.