H English 11 – Advertising Final Project – Create your own Ad Campaign

Congratulations! You have been hired to plan and execute a complete advertising campaign for a new company producing… (drum roll!)… wheat crackers!

The three products that you will design and create are:

* the box that will actually contain the crackers
* one 8x11 print ad
* one 2-3 minute commercial

In addition, you will write and present a short introduction describes and discusses the goals and strategies for the whole campaign (one page, typed, and double-spaced).

steps

* **define your product**. What will make your crackers distinctive? What will you call them? You have to name the company and the product. You may need to return to this important step once you have fleshed out the rhetorical framework for this campaign\*
* discuss and design the **rhetorical framework** for this campaign. Use the SOAPS framework to consider the whole campaign and then each specific product\*:
* speaker: Who are you? What is your company? What do you represent? How do you want people to see you?
* occasion: Why do we need these crackers right now? What dietary trends or market needs do they meet?
* audience: Who are you targeting? Who do you think will buy these crackers? Who do you WANT to buy these crackers? Why do you think you will be successful?
* purpose: Of course your primary purpose is to sell crackers, but what are your “sub-purposes” that you how to achieve through this campaign? How do you want them to think about themselves as consumers of these crackers? How do you want them to think about the company? The crackers?
* subject: Okay – yes, the subject is crackers, but what else do you want people to associate with your product? Summer? Health? Baseball? Friendship? This may vary slightly from one product to the next, but your campaign will be most successful if you stick to a similar theme.
* **identify broad strategies that will be applied across the three products.** At this point, you should identify at least one phrase and one image that will appear across all three products. You
* **plan your products.** For each product, you should use at least three advertising/rhetorical devices that appeal to at least two of the basic human needs.\*
* **think about how you will delegate tasks.** you have a lot to accomplish, and the different tasks require different skills and talents. Make a plan, and think carefully about who is best able to manage different parts of the project most effectively and successfully. You can adjust your plan as you go, but take the time to think through these questions before you start making things.
* **make your products**. Please stay in touch with me regarding technical needs, time away from the classroom, supply needs, etc. I will help and support you as much as I am able to, but some of these design elements will require you to learn new skills. Remember – if you have a technical question about anything, your best first step is to google it.
* **write it up**. Prepare the one-page summary of your campaign. This is a formal document, and I will give you more specific instructions for this piece closer to the time.

\*record this info on the organizer

**Nuts and Bolts**

You will be given approximately two weeks to work on this project with occasional interruptions for vocabulary lessons, quizzes, and instruction related to this project.

The following grades will be associated with this project:

* interim grade – 25 points. Approximately halfway through this project, I will do a formal check in with each group to see where you are at, and this group grade will reflect how efficiently and effectively your group is moving through the different tasks. Stay focused, use class time effectively, and do not leave everything for the last minute.
* final project grade – 100 points. This will be a group grade, but I will use my discretion to move individual grades up and down based on your individual contributions.

supplies: I will provide the usual classroom supplies (markers, tape, paper, etc.). I will also come up with some cracker boxes for you to use, but you may want to supplement my supplies with items that you choose to include for your products. I will also do my best to get us access to a color printer.

originality: Every word and image in all of your products must be 100% original. If you need a picture of a cracker, you need to take a picture of a cracker; if you need a drawing of a person eating a cracker, you need to draw a picture of a person eating a cracker – you cannot cut and paste ANYTHING from the internet or else you will be SUED!!!

food: As you know, MG has a strict policy that does not allow student consumption of food in the classroom. If you need to use food (presumably, crackers) for any photo or film shoot, please do so in the hallway and clean up after yourself.

Advertising Final Project – Organizer

|  |  |  |
| --- | --- | --- |
| group members | company name | product name |
| **rhetorical framework** |
| speaker | occasion | audience | purpose | subject |
| **broad strategies** |
| catchphrase(s) | image(s) |
| **#1 – box design** |
| advertising / rhetorical strategies - identify the strategy and describe how it will be employed in this product | basic human needs - identify the need and describe how it will be appealed to in this product |
| #1 | #2 | #3 | #1 | #2 |
| **Division and Allocation of Tasks**: What needs to be done, and who will be responsible for what?  |
| **#2 – 8x11 print ad** |
| advertising / rhetorical strategies - identify the strategy and describe how it will be employed in this product | basic human needs - identify the need and describe how it will be appealed to in this product |
| #1 | #2 | #3 | #1 | #2 |
| **Division and Allocation of Tasks**: What needs to be done, and who will be responsible for what?  |
| **#3 – two to three minute commercial** |
| advertising / rhetorical strategies - identify the strategy and describe how it will be employed in this product | basic human needs - identify the need and describe how it will be appealed to in this product |
| #1 | #2 | #3 | #1 | #2 |
| **Division and Allocation of Tasks**: What needs to be done, and who will be responsible for what?  |