

8.2 *Ad campaign*

Aim: Create an advertising campaign and give a group presentation

Preparation: If possible, have Ss use presentation software to create the advertising campaign proposal and the ad. Otherwise, you will need to supply paper, colored markers, scissors, and tape or glue. Make one copy of Worksheet 8.2 for every S.

Comment: Use after the discussion on page 68.

Think and Plan (10 minutes)

- Ss work in groups of four. Give each group four handouts. Provide paper, markers, scissors, and tape or glue for Ss who do not have access to computers and presentation software.
- Have Ss read the project objective, the questions and information under *Think*, and the example ad campaign proposal. Discuss the questions as a class.
- Go over the information under *Plan*. Have groups choose a business, brainstorm possible advertising strategies, and answer the questions as completely as possible.
- Each group member chooses an area of the advertising campaign proposal to work on and completes his or her part outside of class.

Put together and Present (30 minutes)

- At the next class, Ss bring in their completed work, share it with their groups, and organize it in a systematic way. Have groups practice giving their presentations. Set an appropriate time limit.
- Have groups show their ads to the class and present their advertising campaign proposals. Stop for questions after each presentation.
- Ask the class to vote on the most effective ad and advertising campaign proposal. Discuss ways it could be made even better. If possible, display the ads around the classroom or school.

Objective

Create an advertising campaign proposal for a business and make a group presentation

Think

Read the information about effective advertising and look at the ad campaign proposal for Just Like Home. Do you think the advertising strategy and advertisement are effective? What strategies might be more effective?

An effective ad campaign for a small business should take advantage of low-cost options like social media posts, fliers, business cards, posters, or emails. The ad itself should communicate a simple and memorable message, have a clear layout and attractive design, include store location, provide hours and other information, and give consumers a desire to make a purchase.

BUSINESS DESCRIPTION:
Just Like Home is a café serving delicious homemade pastries along with a variety of beverages in a relaxed, homey setting.

TARGET MARKET:
College students living away from home who miss the taste of homemade baked goods and who need a comfortable place to enjoy them.

ADVERTISING STRATEGY:
Produce an attractive flier. Include a coupon to encourage customers to visit the café. The flier will be distributed on the college campus.



YOUR MOTHER
WOULD APPROVE!



**JUST LIKE
HOME**

17 Court Street
Open 8 A.M. to 10 P.M. daily
Bring this flier to get a free
homemade pastry of your choice.

Plan

- In groups, choose one of the businesses below, a local business you know, or one of your own ideas. Then brainstorm what you'll need to do to create an effective advertising campaign proposal and ad.
 - Peaceful Planet** a shop that sells eco-friendly products and promotes peace
 - Bags Bunny** a shop that sells nothing but bags
 - We've Got Games** a shop that sells games of all kinds
- Answer as many of the questions as you can.
 - How can the business be described attractively in a few sentences?
 - How can the target market be identified and described?
 - What would be the best strategy for advertising the business?
 - What information would an effective advertisement include?
- Assign each group member an area to research and present.
- Do research to prepare your part of the advertising campaign proposal. Make copies of any necessary information and images.

Put together

- Share the information you prepared with your group. Then put together your ad campaign proposal.
- Practice giving a group presentation. Each group member should present the part he or she prepared.

Present

- Show your ad campaign proposal and your ad to the class and give your presentation.
- Which group's ideas do you think are most effective?
- Discuss other possible advertising strategies.