

Advertising Campaign

Objective: Your group will create an advertising campaign for a shoe and present it to the class.

You must:

- Create a campaign strategy (Campaign Strategy Sheet)
- Identify your target audience and create a marketing strategy (Marketing Strategy Sheet)
- Create a broadcast advertisement (T.V. or radio commercial) (Including a script!)
- Create an Internet-based advertising site (Twitter or Facebook page, or a website)
- Create print advertisement (full-page magazine ad, billboard, or t-shirt)
- Present your campaign and marketing strategies, along with your advertisements to the class.

Assignments:

1. Campaign Strategy Sheet (back side of this sheet)

“Who’s in Charge” = CAMPAIGN MANAGER

Develop the basic information about your advertising campaign including: roles of the group, campaign branding, and slogan.

2. Marketing Strategy Sheet

“Who’s in Charge” = MEDIA STRATEGIST

Identify your target audience and develop a plan to spend your \$10 million budget on advertising space (or time for broadcast ads), as well as celebrity endorsements. Use your money wisely!

3. T.V. or Radio Commercial

“Who’s in Charge” = CAMPAIGN MANAGER

Your team will plan and write a script and record a television (video) or radio (just audio) commercial for your product.

NOTE: You do not have to use the actual shoe you are selling in your T.V. ad. Any shoe will do, just talk about it like it is the shoe you are selling.

4. Internet-based advertising site

“Who’s in Charge” = CREATIVE DIRECTOR

Your team will put together a website or create a Twitter or Facebook page to promote your shoe. This page should have product information as well as information on where customers can purchase the shoes.

5. Print advertisement

“Who’s in Charge” = GRAPHIC DESIGNER

Your team will plan and create a print advertisement for your shoe. You may choose from these 3 items to create = **full-page magazine ad., billboard** (not to scale of course – use poster board), or a **t-shirt** (you must actually make 1 t-shirt if you choose this).

Names: _____

Advertising Campaign Strategy Sheet

Directions: Every person in the group needs to be assigned to at least one position. There can be only 1 person per position; however, everyone will share in the duties.

Product Name: _____

Campaign Slogan: _____

Campaign Manager: _____

Media Strategist: _____

Creative Director: _____

Graphic Designer: _____

Campaign Branding (Logo) Rough Draft

Advertising Campaign Positions:

Campaign Manager: The campaign manager is the “head coach” of the advertising campaign team. The campaign manager will make the final decisions on the direction of the campaign.

Skills needed:

- ☐ organizational skills
- ☐ ability to delegate – (help people find something to work on)
- ☐ ability to work with others and listen to others opinions (It is ultimately your decision, but you cannot accomplish this task alone! – you need the help of your entire team!)

Media Strategist: The media strategist is in charge finding the facts/statistics that will help decide where to place the advertising (T.V., radio, magazines, billboards, etc.).

Skills needed:

- ☐ computer skills
- ☐ good at interpreting information

Creative Director: The creative director is in charge of thinking of ways to advertise (or market) the product to the public. This person is in charge of the image of the product: How is it presented? What is the target audience?

Skills needed:

- ☐ computer skills
- ☐ creative thinking or artistic skills

Graphic Designer: The graphic designer is in charge of developing and executing the creative plan. The designer will be in charge of the artistic images in the advertisements.

Skills needed:

- ☐ creative thinking or artistic skills

Campaign Manager – head coach of team

Media Strategist – managing \$ - celebrity endorsements

Creative Director – creating Internet web page – T.V./Radio commercial

Graphic Designer – creating artwork for the ads