

Name \_\_\_\_\_

# The History of Advertising Project

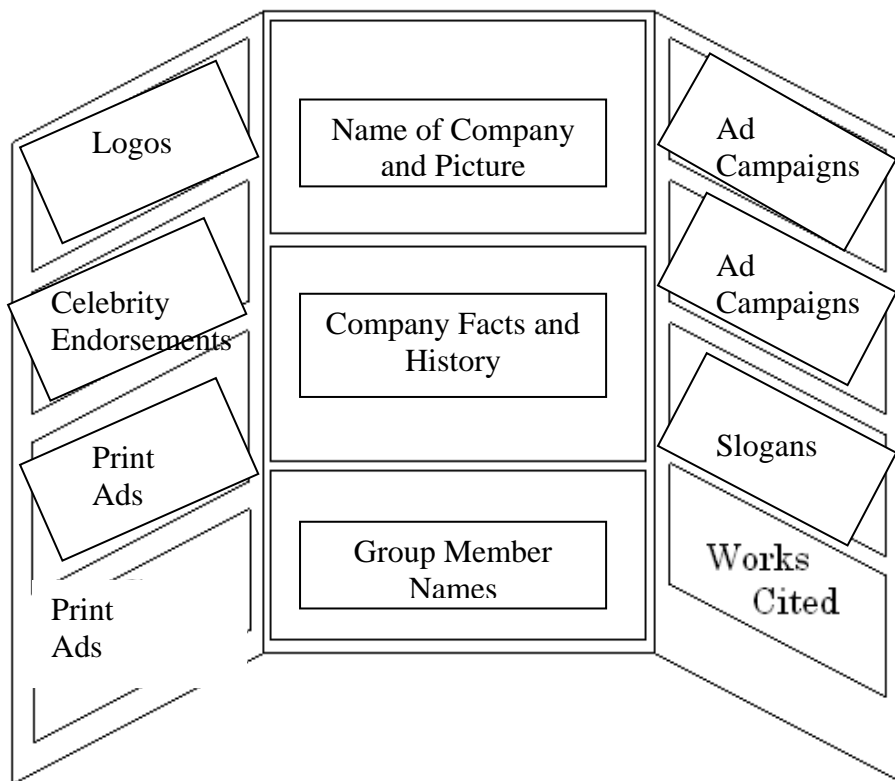
## PROCEDURES

1. Students will divide into groups of 3 and be assigned a company.

Groups will research information on the following topics listed below for their company and display the information on a PowerPoint, Prezi, Glogster, or tri-fold poster board.

**\*\*Make sure you include the dates or time period for each topic\*\***

- Company Facts/History
- Ad Campaigns Used Through the Years
- Slogans Used Through the Years
- Logos Used Through the Years
- Celebrity Endorsements Used Through the Years
- Sample Commercials Used Through the Years
- Sample Print Ads Used Through the Years



2. Each group will have 5-7 minutes to present their company to the class. Please be prepared to talk about your company – not just read off your poster. Have your commercials ready to show the day of your presentation.

# The History of Advertising Scoring Guide

Company Facts/History.....	10pts
Ad Campaigns.....	10pts
Slogans.....	5pts
Logos.....	5pts
Celebrity Endorsements.....	5pts
Sample Commercials.....	10pts
Sample Print Ads.....	10pts
Organized Presentation.....	20pts
Class Time.....	15pts
Overall Layout/Creativity/Neatness.....	10pts
<b>TOTAL POINTS.....</b>	<b>100pts</b>