**Advertising Project**

**Advertising/Sales Promotion**

Assignment:

You are to pick a brand name food product that you will be creating an advertising campaign for. Your job is to present a campaign to the board of directors (class) that will amaze and encourage them to hire you as their advertising agency.

Presentation:

You will need to include the following items in your presentation:

1. Campaign Theme
   1. This is the basic concept of the campaign
2. Slogan
   1. Slogan that will be repeated throughout the campaign
3. Television Advertising Storyboard
   1. Description of the television advertisement
4. Radio Advertisement
   1. Script of radio advertisement
5. One other type of advertisement of your choice
   1. Choose one other medium and explain ad
6. Advertising Icon or Celebrity Endorsement
   1. Design an Advertising Icon or hire a celebrity endorser. Explain the reasoning behind either decision.
7. Five Product Placements
   1. Place product in the entertainment industry somewhere. Explain where and how it will be used.
8. Jingle
   1. Design a jingle that will appeal to your target market
9. Food Samples
   1. Must have food samples for the class to enjoy during your presentation.

Grading Rubric:

1. Campaign Theme (10 points) \_\_\_\_\_\_\_
2. Slogan (10 points) \_\_\_\_\_\_\_
3. Television Advertising Storyboard (10 points) \_\_\_\_\_\_\_
4. Radio Advertisement (10 points) \_\_\_\_\_\_\_
5. One other type of advertisement of your choice (10 points) \_\_\_\_\_\_\_
6. Advertising Icon or Celebrity Endorsement (10 points) \_\_\_\_\_\_\_
7. Five Product Placements (10 points) \_\_\_\_\_\_\_
8. Jingle (10 points) \_\_\_\_\_\_\_
9. Food Samples (10 points) \_\_\_\_\_\_\_
10. Presentation (10 points) \_\_\_\_\_\_\_

TOTAL POINTS: \_\_\_\_\_\_\_\_\_/100

Comments: