

## Schedule of contents

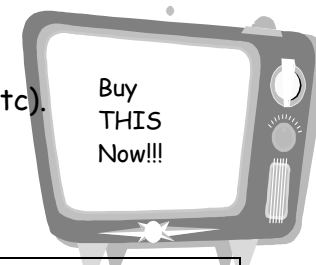
This advertising campaign task will be spread over 5 lessons. Laid out below is a schedule of what you must achieve during each lesson and homework.

<b>Lesson 1</b>	<b>Homework</b>	<b>Lesson 2</b>	<b>Homework</b>	<b>Lesson 3</b>
Design questionnaire	Get responses to questionnaire	Design leaflet to go through letter boxes	Finish leaflet	Draw up advertising scheme within constraints of budget
<b>Lesson 4</b>	<b>Homework</b>	<b>Lesson 5</b>	<b>Homework</b>	
Design advertisements and rehearse oral presentation	Rehearse own lines for presentation	Presentation and assessments	<p>Write up evaluation of whole campaign - why you chose product and style of advertising and how you spent your budget.</p> <p>To be done on A4 paper to be handed in a well presented booklet with front cover.</p>	

**HOMEWORK: ANALYSING TV ADVERTS**

Watch some adverts on TV, choose one advert for each of the types of advert below. Copy out this chart into your book and complete the following information.

- ☺ Fill in the product that is being advertised.
- ☺ Write three sentences describing what happens in the advert(eg it is a scene in a shop and the man buys all the clothes etc).
- ☺ Identify some of the techniques you think are being used in the advert.
- ☺ How effective do you think the advert is - would you buy it?



TYPE OF ADVERT	THE PRODUCT OR SHOP BEING ADVERTISED	WHAT HAPPENED IN THE ADVERT	WHAT TECHNIQUES ARE USED IN THE ADVERT	HOW EFFECTIVE IS IT? WOULD YOU BUY IT?
An advert for shampoo				
An advert for a car				
An advert for food				
An advert for a furniture store				

## HOMEWORK: ANALYSING TV ADVERTS

Watch some adverts on TV. See if you can spot the different things they advertise. Copy out this chart into your book and complete the following information.

- ☺ Fill in the product that is being advertised.
- ☺ Write one sentence describing what happens in the advert eg it is a scene in a shop and the man buys all the clothes.
- ☺ Write one sentence about why you liked the advert.



TYPE OF ADVERT	THE PRODUCT OR SHOP BEING ADVERTISED	WHAT HAPPENED IN THE ADVERT	WHY I LIKED THIS ADVERT
An advert for shampoo			
An advert for a car			
An advert for food			
An advert for a furniture store			

## Marking criteria

Number	Task	Breakdown	Total Available
1	Choice of Product	4 = very good - nothing like it on the market 3 = good - but only slightly dissimilar from existing product 2 = fair - not an original idea but would probably sell 1 = poor - not an original idea and not likely to sell	4
2	Questionnaire	2 points for good questions 2 points for layout 2 points for asking sufficient people	6
3	Leaflet Design	1 point for a Slogan                      1 point for a Logo                      1 point for Samples 1 point for a Picture                      1 point for Endorsements                      1 point for Vouchers 2 points for effectiveness	8
4	Budget	4 points for choice of written advertisements : 2 points for choice of oral advertisement	6
5	Script for Oral Advertisement	Marked on overall content and use of advertising techniques	5
6	Presentation of Oral Advertisement	10-8 = Would definitely appeal to target audience and convince them to buy the product 5-7 = Used several techniques but didn't really convince 3-4 = Used one effective advertising technique 1-2 = Did try!	10
7	Overall Evaluation	Marked on overall content and effective evaluation of each step of the process.	10
		<b>TOTAL AVAILABLE MARKS</b>	<b>49</b>



**FREE  
LEAFLET**

Remember your leaflet was free and does not need to be taken in account.

## Your Advertising Budget

You have **£1,000** to spend on the rest of your advertising. So spend it wisely!  
**You must spend all of it.**

From the selection below you can choose 2 written forms of advertising and 1 oral (either TV or Radio). You can use the same form of advertising for more than one period.

<i>Form of Advertising</i>	<i>Area Covered/Size</i>	<i>Cost per period in £</i>
Written		
Bill Boards	Near Schools	100 per day
Sandwich Boards	City Centre	50 per day
Poster on Bus Shelter	Any Area	100 for 1 week
Local Newspaper	Whole Page	100 per week
Oral		
Local Radio	10 Times a Day	150 per day
Television Advert	Prime Time Viewing	500 per day

### Example

TV Advert at prime time on 1 day	£500
Poster on bus shelter for one week	£100
Bill boards near schools for 4 days	£400
	<hr style="width: 50px; margin-left: auto; margin-right: 0;"/> £1,000

## Your Advertising Budget

From the selection below you can choose 3 written forms of advertising and 1 oral.

Remember to choose the form of advertising that will be most likely to be seen by your target audience.

<i>Form of Advertising</i>	<i>Area Covered/Size</i>
Written (choose 3)	
Bill Boards	Ring Road
Sandwich Boards	City Centre
Poster on Bus Shelter	Any Area
Local Newspaper	Whole Page
Oral (choose 1)	
Local Radio	10 Times a Day
Television Advert	Prime Time Viewing

<p>Example</p> <p>1 x billboard 1 x poster on bus shelter 1 x local newspaper</p> <p>1 x advert on local radio</p>
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