

ENG4C Advertising Scavenger Hunt

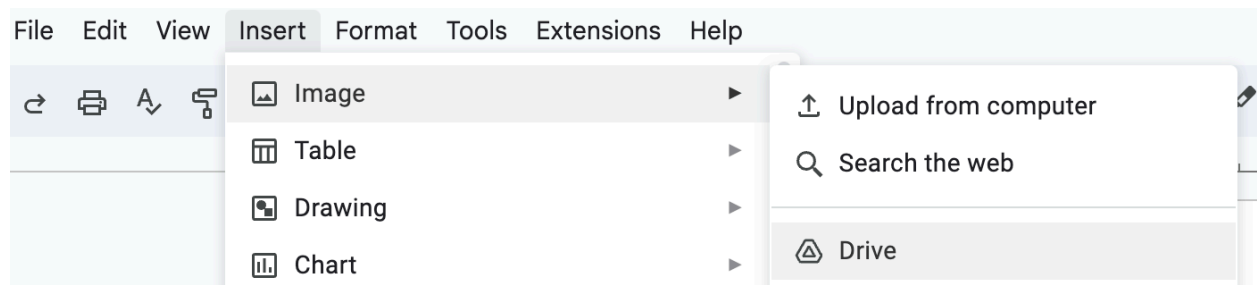
NAMES OF GROUP MEMBERS:

Instructions

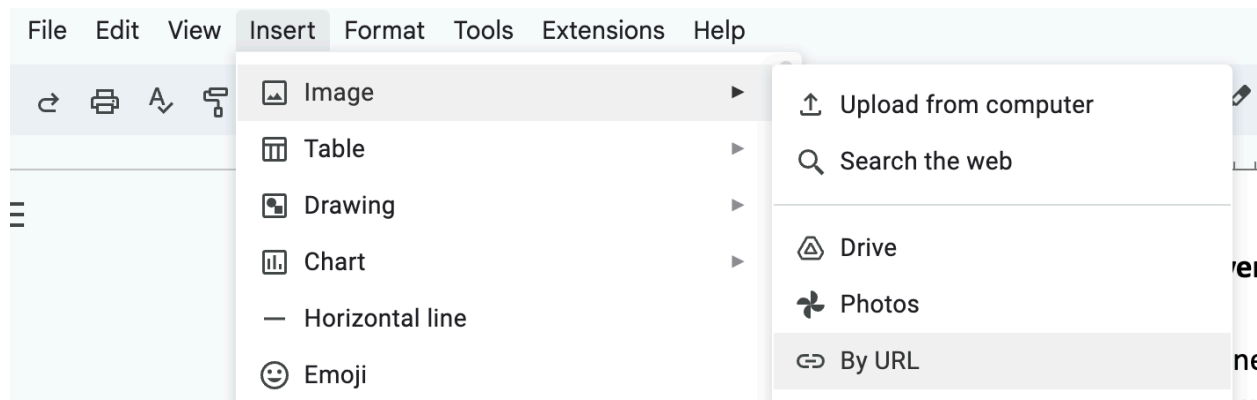
In small groups, or on your own, you will need to find an example for **each one** of the items on the list below. You can (and will need to!) use social media to do this – but there are items that will **not** be anywhere on social media.

How to add the items

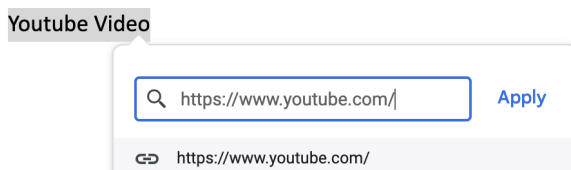
Photos on your phone → email screenshots to yourself, or add them to your Google drive. Click Insert > Image > Drive, or upload from the computer.



Photos on the web → 1) right click > **copy image** > paste in the doc. OR 2) right click > **copy image address** > Insert > Image > By URL > paste.



Links → Copy URL > type the name of the webpage/video in the doc > select > CTRL+K > paste > apply





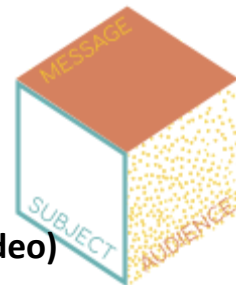
1. Classic Print (magazine ads, billboards, or other physical print ad)

1.1. Image:

Format	Subject	Audience	Message

1.2. Image:

Format	Subject	Audience	Message



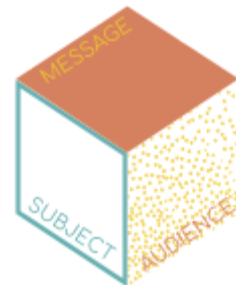
2. TV, Radio: Commercials (NOT a TikTok, Instagram Reel, or Facebook Video) or Radio Ad

2.1. Link:

Format	Subject	Audience	Message

2.2. Link:

Format	Subject	Audience	Message



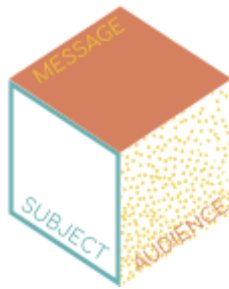
3. Social Media 'Print' (Instagram, Twitter, Facebook, or Other Platform)

3.1. Sponsored Post Link/Screenshot:

Format	Subject	Audience	Message

3.2. 'Paid Partnership' Post Link/Screenshot:

Format	Subject	Audience	Message

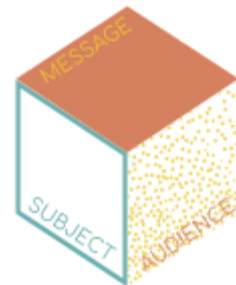


3.3. Instagram Story Ad Screenshot:

Format	Subject	Audience	Message

3.4. Twitter Ad Screenshot:

Format	Subject	Audience	Message



4. New Media

4.1. Podcast/Youtube/Twitch Sponsorship

Link to video AND timestamp:

Format	Subject	Audience	Message

4.2. Instagram Reel, TikTok, Facebook, or YouTube Video

Link to video OR Screenshot + basic explanation:

Format	Subject	Audience	Message