

## Advertising Campaign Assignment

Welcome to the world of advertising! Madison Avenue is populated with high-rise buildings filled with advertising agencies, where everyday, people pitch advertising campaigns, sketch print advertisements, and write 'copy' (advertising scripts/slogans). You want to work there (doesn't everyone?), but first, **you have to pitch an ad campaign** so the agency can get an idea of what you'll bring to the table.

Don't worry – the agency knows you're working on your own, and that this is just a pitch. They only ask for **between 3 - 5 advertisements (of at least 2 different formats) with a specific subject, audience, and message**. Your audience and message need to make sense for the subject you choose.

Subjects can be one of :

- Product (something you can physically buy and own)
- Service (non-physical things, for example insurance, healthcare, or tutoring)
- Communication (an idea, message, or announcement)

Once you've made those decisions, you need to plan the details of your campaign. What ad formats make sense for your subject, audience, and message? What context makes sense for these ads?

Finally, you will pitch your campaign – a **3 minute or less presentation** where you tell us **about your subject, audience, and message, your advertisements, and why the formats and contexts you chose suit them**.

**Available forms:**

Form	1 advertisement =
● TikTok video	15 seconds of video
● Instagram stories	2 (different) image stories OR 1 (15 second) video story
● Instagram posts	2 (different) images AND associated captions
● Print ads	1 print
● Radio spot	15 seconds of speaking
● Commercial	15 seconds of video OR 20-frame storyboard
● Billboards	3 (different) billboards
● Youtube/Podcast sponsored partnership	30 second script

# Campaign Brainstorming Sheet

## Campaign Goals:

Subject (What?)	Audience (Who?)	Message (Why?)

## Advertisements:

### Ad 1:

<b>Format 1</b> What form will the ad take? (see chart in instructions for types)	<b>Context 1</b> Where in the real world will the ad be seen?	<b>Techniques</b> How will I get people to pay attention to this ad?
<b>Design ideas:</b> Brainstorm what this ad will look/sound like		
<b>How do the form, context, techniques, and design work together to accomplish my campaign goals?</b>		

# Campaign Brainstorming Sheet

## Ad 2:

<b>Format 2</b> What form will the ad take? (see chart in instructions for types)	<b>Context 2</b> Where in the real world will the ad be seen?	<b>Techniques</b> How will I get people to pay attention to this ad?
<b>Design ideas:</b> Brainstorm what this ad will look/sound like		
<b>How do the form, context, techniques, and design work together to accomplish my campaign goals?</b>		

# Campaign Brainstorming Sheet

## Ad 3:

<b>Format 3</b> What form will the ad take? (see chart in instructions for types)	<b>Context 3</b> Where in the real world will the ad be seen?	<b>Techniques</b> How will I get people to pay attention to this ad?
<b>Design ideas:</b> Brainstorm what this ad will look/sound like		
<b>How do the form, context, techniques, and design work together to accomplish my campaign goals?</b>		

# Campaign Brainstorming Sheet

## Ad 4:

<b>Format 4</b> What form will the ad take? (see chart in instructions for types)	<b>Context 4</b> Where in the real world will the ad be seen?	<b>Techniques</b> How will I get people to pay attention to this ad?
<b>Design ideas:</b> Brainstorm what this ad will look/sound like		
<b>How do the form, context, techniques, and design work together to accomplish my campaign goals?</b>		

# Campaign Brainstorming Sheet

## Ad 5:

<b>Format 5</b> What form will the ad take? (see chart in instructions for types)	<b>Context 5</b> Where in the real world will the ad be seen?	<b>Techniques</b> How will I get people to pay attention to this ad?
<b>Design ideas:</b> Brainstorm what this ad will look/sound like		
<b>How do the form, context, techniques, and design work together to accomplish my campaign goals?</b>		

# Campaign Brainstorming Sheet

## Campaign Pitch:

You **can** use this template to write your pitch, but **you do not have to!**

Writing a pitch that best presents your campaign and your advertisements is recommended!

## Pitch template:

This campaign is to advertise subject. It will target audience. The campaign goal is to communicate message.

The first ad I've designed is a format 1, and will appear in context 1. (Show ad).

The second ad I've designed is a format 2, and will appear in context 2. (Show ad).

The third ad I've designed is a format 3, and will appear in context 3. (Show ad).

...

As you can see, the different ads work together to communicate message, due to techniques you used/common design elements/or other factors you considered when designing your campaign \_\_\_\_\_.