

Advertising

HOW TO MAKE MONEY AND INFLUENCE PEOPLE

Part 3

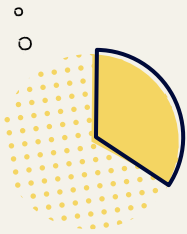
What is an Ad Campaign?

A collection of advertisements – in different formats, that all promote the same message for the same subject.

Need to have **common** features tying the ads together!

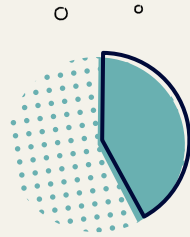


You will need to come up with:



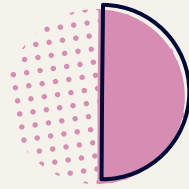
SUBJECT

What is your campaign going to be about?



AUDIENCE

Who is your campaign going to target?



MESSAGE

Why are you doing this campaign? What will you be trying to say?



ADS

Design ads to accomplish this!
Need to think about forms, techniques, and contexts that are well-suited for your goals!

Then what?

You'll need to pitch your campaign!

What's a pitch?

A **presentation** of your campaign's subject, audience, and message, and the ads you've created to meet these goals!

In the real world, it's **how advertising companies audition for brands**. Based on the pitch, brands decide whether or not they will pay for the company to do their advertising.



Process

Get Creative

Write scripts, create storyboards, draft advertisements, and then create them!

Who? What? Why?

Decide on the **subject**, **audience**, and **message** of your campaign



Pitch Perfect

Write and practice your pitch presentation

How? Where?

Decide which **format**, **contexts**, and **techniques** will best suit your campaign's subject, audience, and message



Resources

- [Canva](#) (design posters, billboards, instagram posts/stories, etc)
- [FlipGrid](#) (record short videos)
- [WeVideo](#) (video editor)
- [BeepBox](#) (create instrumental music)

Feel free to use these or whatever you'd like to create your advertisements!