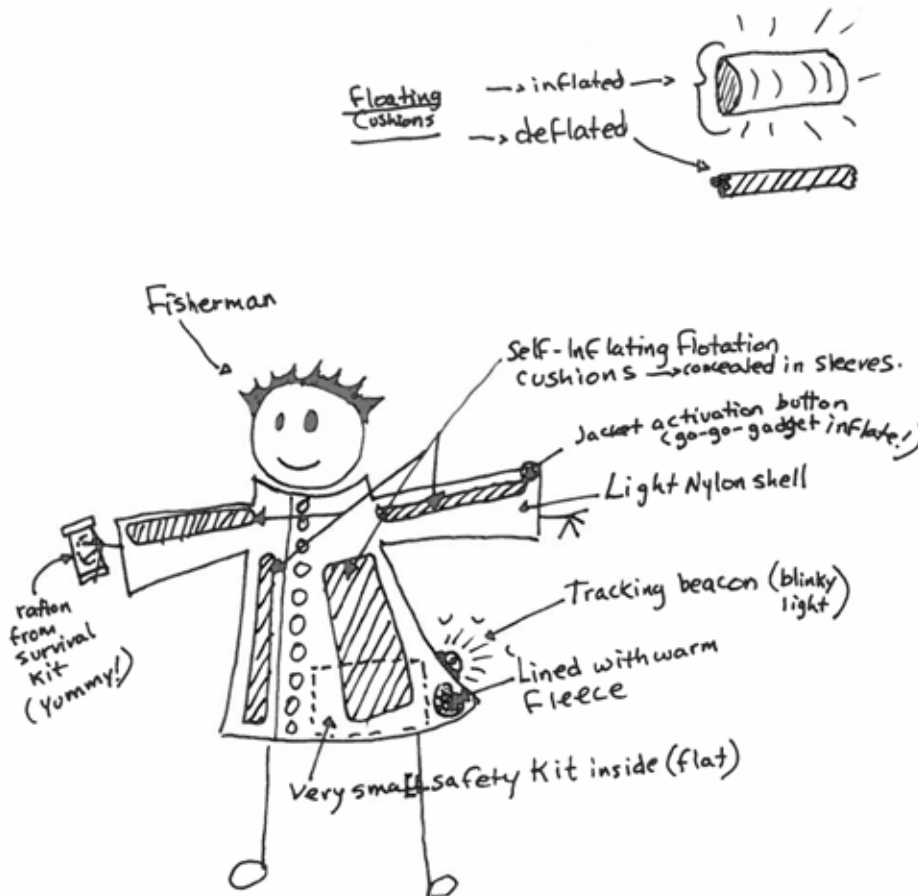


Simon's 4.2 Advertisement: Brainstorming


Plan and describe your new product below. Attach extra pages if necessary.

- I looked at the extra help and thought about a tough job. I heard on the CBC News today that the Canadian fisheries on the east coast (Newfoundland, Labrador, Nova Scotia, etc.) are having a hard time with safety.
- 25% of the 13 people dying per year was related to not wearing life-jackets
- Guys don't wear the lifejackets because they are too bulky and get in the way, and they're worried about getting tangled up in the ropes and nets on their boat (also dangerous).
- So- make comfortable all-weather jacket for fishermen with self-inflating liner for emergency (kind of like an airplane life jacket, but more complicated)
- a satellite tracking beacon on it in case the fisherman in the water was hard to find
because
- Cuz floating in the ocean waiting for rescue can take time a ocean survival kit would be in the jacket to
can't
- A lot of fishermen caint swim!
- Name: Canuckia Fishing Jacket



This is a great picture, Simon! You illustrate clearly the features of your product and have visualized it well! I like the name you chose!

Simon's 4.2 Advertisement: Demographic Profile

My Demographic Profile	
My product is . . . <ul style="list-style-type: none"> • What is its purpose? • What are some benefits of the product? 	<ul style="list-style-type: none"> - a self-inflating all-weather jacket with satellite locator and survival kit, to help decrease the fatalities in fishermen every year - sensors will inflate cushions if they detect the suit is being fully submerged in water - make fishermen more confident, more able to do job, make them feel safer - Called Canuckia fishing jacket
My targeted age group is . . . <ul style="list-style-type: none"> • Children? Teens? • Early twenties? • Middle-aged? Seniors? 	<ul style="list-style-type: none"> - directed to fishermen. Most fishermen who die are between the ages of 30-60, and male, so it would probably be targeted to them, or guys who normally think safety equipment is junk.
My targeted financial bracket is . . . <ul style="list-style-type: none"> • Rich? Middle class? • Poor? Dependent? 	<ul style="list-style-type: none"> - They will probably be middle class to poor guys (maybe some of the problem is not being able to afford safety equipment?)
My targeted ethnicity, culture, or gender role is . . . <ul style="list-style-type: none"> • Specific or general group? • Canadians? • People from other countries or cultures? • Men? Women? Boys? Girls? • Moms? Single parents? 	<ul style="list-style-type: none"> - industrial ocean fishermen - Wouldn't matter what their culture or gender or ethnicity was - Specifically this is good for cold water fishermen (Canadian or Atlantic fishing), but it could be used wherever in the world
My targeted needs, wants, or interests are . . . <ul style="list-style-type: none"> • Is this product necessary or frivolous? • What need or desire does your product meet? 	<ul style="list-style-type: none"> - Appealing to a need for safety in fishing industry - Necessary for survival if a fisherman falls off boat, if they are knocked unconscious or can't swim - he need for this comes from bad statistics on deaths in the fishing industry - "old school" fishermen don't wear safety gear
	

Considerations for my demographic are . . . <ul style="list-style-type: none"> • Attention span? • Possible misunderstandings? • Sensitivities? • Cultural issues? 	<ul style="list-style-type: none"> - Needs to seem easy to use - Needs to seem like it's good quality (not junk) and tough - If it was poor quality they won't buy it - Fishing seems like a job that is hard on equipment—jacket would need to be tough for work over a long time while still being safe, kinda like Carhart or other brands that oil rig workers use - Needs to be cheap (encourage fishermen to use it more) - If it was shown in a fake situation, that might cause a negative or neutral reaction
Other details to consider are . . . <ul style="list-style-type: none"> • How will you advertise and sell this product? (Sub-culture information, personal habits or traits, technology skill level, etc.) 	<ul style="list-style-type: none"> - most fishermen are men or women supporting families or working with family members - shrinking industry (most fishermen on the East coast are small-boat commercial fishermen) - family based or community based trade (not corporate) so relationships and family values are important maybe - fishing is hard work (strong work ethic?) - Maritime fishing happens a lot in cold months, which makes it harder work and more dangerous - little to no professional training (for safety or skills)


Probably a safe guess to make!

If you mean men and women, you would probably say "fisherperson" here, not fishermen.

Simon, what a great idea! You have enclosed many great details about the Canuckia jacket that will draw attention to it and make it seem a feasible invention. I especially like that you have incorporated CBC news into the mix to illustrate you are addressing a real and applicable need. That would be a great tip for other students to follow!

Simon's 4.2 Advertisement: Planning

Identify details and strategies for your advertisement in the chart below.

4.2 Advertisement: Planning	
Advertisement Type Commercial for print ad? radio? TV? movie?	- TV
Hook How will you get the attention of your audience? How will they know how to use the product? How will you ensure they react positively to your product?	<ul style="list-style-type: none"> - fishing boat at sea; bad storm; man untangling net; serious danger. - Man wearing thin coat overthick sweater - danger on water familiar to most - provide information of survival rates with a life jacket vs. no life jacket in life/death event - my life jacket is fancy; show how it works when not inflated (functional work jacket, not bulky - Seeing how the product works if someone falls in the water either conscious or unconscious will help - I don't know what interests or hobbies fishermen have other than fishing. . . Or what kind of humour or language - Being straight-to-the point and factual about the product would be appealing, I think - Taking statistics seriously in the ad might also help
Setting What place, time of day and/or era, lighting, or decor will be in your ad?	<ul style="list-style-type: none"> - night time, only boat lights show and a large spot-light on the boat tower - Old boat with a name like "Dorothy" or "Betsy" - Present time - part of ad in a small house doorway with main character's family around him - part of ad on the boat in good weather. Boat would look normal
Story What will happen in the ad, (actions and/or events) from start to finish?	<p>Main character could tell story of a scary thing happening- he (a fisherman) was fixing nets and swept overboard with a large wave.</p> <ul style="list-style-type: none"> - when fully in the water, jacket instantly inflates air cushions, lifting him out of the water - Safety beacon turns on and flashes in the dark - Rescue guys get there and scoop him out of the ocean on a helicopter - Man goes home and is met by his family at the door - Kid would say he was "lucky", "not like Grandpa who died from drowning last year" - Man explains safety features of the product ("not lucky, but well prepared") and explain how it was easy to get work done in jacket before he even really "needed it"
	

This is a tough one, Simon. I wonder if you need to make your demographic less specific to include recreational boaters, sailors, and other watercraft users.

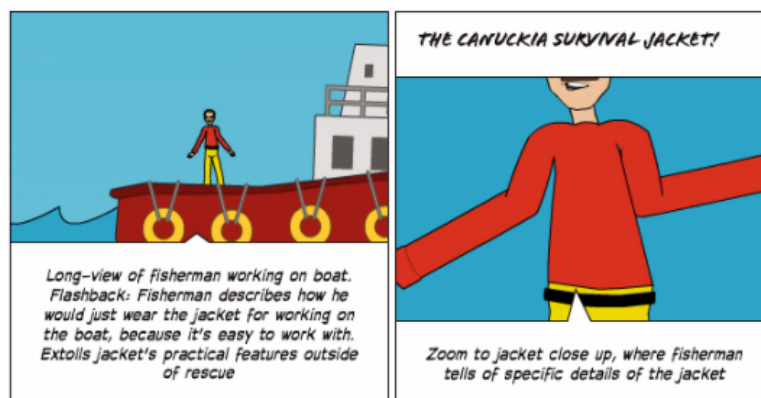
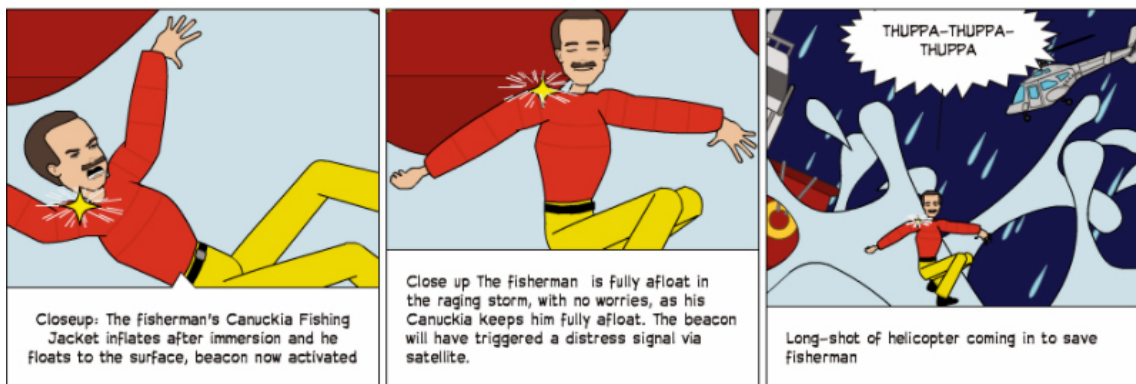
Is this spotlight going to illuminate the incident? If it is, don't forget to say that.

Is the man out of the water entirely, or is he just going to float there?







Characters What people (number, gender, ages, animated and/or not animated, animals, talking objects, etc.) will be in your ad?	<i>Main character: man swept overboard and saved by product</i> <i>Other characters: Man's son, Man's wife and rescuers in helicopter</i>
Details and Accessories What clothing, jewellery, price tags and other details will be present? How will they be shown?	<ul style="list-style-type: none"> - product (jacket) shown on man in emergency and non-emergency situation - look tough and practical for work until it goes into action to save the man from drowning - the flashing beacon will be a warm bright light to seem hopeful in the night
Colour How will you use colour to suggest mood or tone? Will your commercial be bright and cheerful? Cool and modern?	<ul style="list-style-type: none"> - Jacket shown as a red colour—bright and easily seen making viewers think about rescue safety and warmth - All parts (except family part and beacon) are dark and scary (the storm and the boat), so black, dark gray, dark blue to show danger and make it seem scary - Colours of family part will be bright to suggest safety and warmth
Sound What voice (male or female), music, noises, or sound effects will you use in your ad? Why?	<ul style="list-style-type: none"> - Main character—emotionally telling the story as a personal story of near-death. Storm sounds: loud, scary, unpredictable (howling winds, crazy rain and roaring wave noises and suspenseful music) to create suspense. - Helicopter entrance to commercial has triumphant sounding music in background and the soothing voices of the man's rescuers (storm noises would stop) - Man's son talking to him at the end (innocent and young sounding voice). - Peaceful music at end
Copy What words (written or spoken), slogans, catchy phrases, jingles, or logos will be used? How many times will the product name be shown and/or spoken?	<ul style="list-style-type: none"> - Product said at beginning of story (man was doubtful), and product said once more when the man tells his son about how it works and why it's great

These are great details, Simon! You have a good understanding of the qualities that attract people to a commercial and how your viewers will connect to it. You have constructed a dramatic scenario to market this product. I hope to see the storyboard!

Simon's 4.2 Advertisement: Storyboard



Simon's 4.2 Advertisement Assessment

Value	Profile, Plan, and Storyboard
 Excellent	<input type="checkbox"/> You provide <i>significant</i> information about the <i>specific purpose</i> of your original product . <input type="checkbox"/> You demonstrate an <i>insightful understanding</i> of the use of advertising elements to manipulate a targeted audience . <input type="checkbox"/> You demonstrate <i>impressive creativity</i> in producing your ad. <input type="checkbox"/> You illustrate <i>thorough</i> consideration of pre-production elements in your storyboard .
 Proficient	<input checked="" type="checkbox"/> You provide <i>detailed</i> information about the stated purpose of your original product . <input checked="" type="checkbox"/> You demonstrate a <i>thoughtful understanding</i> of the use of advertising elements to manipulate a targeted audience . <input checked="" type="checkbox"/> You demonstrate <i>notable creativity</i> in producing your ad. <input type="checkbox"/> You illustrate <i>substantial</i> consideration of pre-production elements in your storyboard .
 Satisfactory	<input type="checkbox"/> You provide <i>basic</i> information about the stated purpose of your original product . <input type="checkbox"/> You demonstrate an <i>adequate understanding</i> of the use of advertising elements to manipulate a targeted audience . <input type="checkbox"/> You demonstrate <i>acceptable creativity</i> in producing your ad. <input checked="" type="checkbox"/> You illustrate <i>straightforward</i> consideration of pre-production elements in your storyboard .
 Limited	<input type="checkbox"/> You provide <i>undeveloped</i> information about the <i>stated purpose</i> of your original product . <input type="checkbox"/> You demonstrate a <i>confused</i> or <i>incomplete understanding</i> of the use of advertising elements to manipulate a targeted audience . <input type="checkbox"/> You demonstrate <i>little creativity</i> in producing your ad. <input type="checkbox"/> You illustrate <i>incomplete</i> consideration of pre-production elements in your storyboard .
 Resubmission Needed	<p>Your attempt to respond is <i>insufficient</i>. Contact your teacher to discuss suggestions for improvement and resubmission of your work.</p>
TOTAL: 21/30 = 70%	
 Assessment	<p>Areas of strength: I loved your idea, Simon; it was wonderful! The Canuckia jacket is very practical and realistic! The statistics from the fishing industry gave a very clear picture of your goal right from the beginning. Your planning was detailed, and your idea was well thought out.</p> <p>Might I suggest . . . You provided very thorough planning details, Simon, but your demographic was very specific. You were not entirely sure about fishermen at one point, and you might have benefited from focusing on a more general audience (people who live, work, or play near water, for instance). You chose an excellent way to present the storyboard but minimal details about sound were provided. Was the fisherman narrating the story? Other audio effects were unclear. Sound is an important component of commercials. Even if you just write "boom" to signal the thunder of the storm in the initial scenes, you are providing more detail in the "preparation" of a storyboard.</p>