4.2 Advertisement: Brainstorming

Use the space below to plan and describe your new product. Attach extra pages if necessary.

4.2 Advertisement: Demographic Profile

Make detailed notes about the audience that might be interested in your product.

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| 4.2 Advertisement: Demographic Profile | |
| **My product is . . .**  • What is its purpose?  • What are some benefits of the product? |  |
| **My targeted age group is . . .**  • Children? Teens?  • Early twenties?  • Middle-aged? Seniors? |  |
| **My targeted financial bracket is . . .**  • Rich? Middle class?  • Poor? Dependent? |  |
| **My targeted ethnicity, culture, or gender role is . . .**  • Specific or general group?  • Canadians?  • People from other countries or cultures?  • Men? Women? Boys? Girls?  • Moms? Single parents? |  |
| **My targeted needs, wants, or interests are . . .**  • Is this product necessary or frivolous?  • What need or desire does your product meet? |  |
| **Considerations for my demographic are . . .**  • Attention span?  • Possible misunderstandings?  • Sensitivities?  • Cultural issues? |  |
| **Other details to consider are . . .**  • How will you advertise and sell this product? (Sub-culture information, personal habits or traits, technology skill level, etc.) |  |

**4.2 Advertisement:  Plan**

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

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| **4.2 Advertisement:  Plan** | |
| **Advertisement Type** Commercial for print ad, radio, TV, movie? |  |
| **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? |  |
| **Setting**  What place, time of day and/or era, lighting, or decor will be in your ad? |  |
| **Story**  What will happen in the ad, (actions and/or events) from start to finish? |  |
| **Characters**  What people (number, gender, ages, animated and/or not animated, animals, talking objects, etc.) will be in your ad? |  |
| **Details and Accessories**  What clothing, jewelry, price tags, and/or other details will be present?  How will they be shown? |  |
| **Colour**  How will you use colour to suggest mood or tone?  Will your commercial be bright and cheerful? Cool and modern? |  |
| **Sound**  What voice (male and/or female), music, noises, or sound effects will you use in your ad?  Why? |  |
| **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? |  |

(See the next page for an optional space to do your storyboard for this assignment)

4.2 Advertisement: Storyboard

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(see the next page for your assessment)

**4.2 Advertising Assessment**

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| **4.2 Advertising Assessment** | |
| **Value** | **Profile, Plan, and Storyboard** |
| **Excellent** | * You provide *significant* information about the *specific* **purpose** of your original **product**. * You demonstrate an *insightful* **understanding** of the use of advertising elements to manipulate a targeted **audience**. * You demonstrate *impressive* **creativity** in producing your ad. * You illustrate *thorough* consideration of pre-production elements in your **storyboard**. |
| **Proficient** | * You provide *detailed* information about the stated **purpose** of your original **product**. * You demonstrate a *thoughtful* **understanding** of the use of advertising elements to manipulate a targeted **audience**. * You demonstrate *notable* **creativity** in producing your ad. * You illustrate *substantial* consideration of pre-production elements in your **storyboard**. |
| **Satisfactory** | * You provide *basic* information about the stated **purpose** of your original **product**. * You demonstrate an *adequate* **understanding** of the use of advertising elements to manipulate a targeted **audience**. * You demonstrate *acceptable* **creativity** in producing your ad. * You illustrate *straightforward* consideration of pre-production elements in your   **storyboard**. |
| **Limited** | * You provide *undeveloped* information about the *stated* **purpose** of your original   **product**.   * You demonstrate a *confused* or *incomplete* **understanding** of the use of advertising elements to manipulate a targeted **audience**. * You demonstrate *little* **creativity** in producing your ad. * You illustrate *incomplete* consideration of pre-production elements in your **storyboard**. |
| **Resubmission Needed** | Your attempt to respond is *insufficient*. **Contact your teacher** to discuss suggestions  for improvement and resubmission of your work. |
| **TOTAL: /30 = %** | |
| **Assessment** | **Areas of strength:** |
| **Might I suggest…** |