

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.

| 4.2 Advertisement: Demographic Profile | |
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| My product is . . . <ul style="list-style-type: none">• What is its purpose?• What are some benefits of the product? | |
| My targeted age group is . . . <ul style="list-style-type: none">• Children? Teens?• Early twenties?• Middle-aged? Seniors? | |
| My targeted financial bracket is . . . <ul style="list-style-type: none">• Rich? Middle class?• Poor? Dependent? | |
| 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? | |
| 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? | |
| Considerations for my demographic are . . . <ul style="list-style-type: none">• Attention span?• Possible misunderstandings?• Sensitivities? | |

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| • 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.

| 4.2 Advertisement: Plan | |
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| 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 | |

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| 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

| 4.2 Advertising Assessment | |
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| Value | Profile, Plan, and Storyboard |
| Excellent | <ul style="list-style-type: none"> You provide <i>significant</i> information about the <i>specific</i> purpose of your original product. You demonstrate an <i>insightful</i> understanding of the use of advertising elements to manipulate a targeted audience. You demonstrate <i>impressive</i> creativity in producing your ad. You illustrate <i>thorough</i> consideration of pre-production elements in your storyboard. |
| Proficient | <ul style="list-style-type: none"> You provide <i>detailed</i> information about the stated purpose of your original product. You demonstrate a <i>thoughtful</i> understanding of the use of advertising elements to manipulate a targeted audience. You demonstrate <i>notable</i> creativity in producing your ad. You illustrate <i>substantial</i> consideration of pre-production elements in your storyboard. |
| Satisfactory | <ul style="list-style-type: none"> You provide <i>basic</i> information about the stated purpose of your original product. You demonstrate an <i>adequate</i> understanding of the use of advertising elements to manipulate a targeted audience. You demonstrate <i>acceptable</i> creativity in producing your ad. You illustrate <i>straightforward</i> consideration of pre-production elements in your storyboard. |
| Limited | <ul style="list-style-type: none"> You provide <i>undeveloped</i> information about the <i>stated</i> purpose of your original product. You demonstrate a <i>confused or incomplete</i> understanding of the use of advertising elements to manipulate a targeted audience. You demonstrate <i>little</i> creativity in producing your ad. You illustrate <i>incomplete</i> consideration of pre-production elements in your storyboard. |
| Resubmission Needed | Your attempt to respond is <i>insufficient</i> . Contact your teacher to discuss suggestions for improvement and resubmission of your work. |
| TOTAL: /30 = % | |
| Assessment | Areas of strength: |
| | Might I suggest... |