

## CHAPTER 10: Campaigns &amp; Cases

## Lesson 37: Key Questions

**Learning Objectives**

- Within this lesson you would have to prepare the projects at the discretion of the faculty.

A list of possible projects is provided below, but students can create their own projects subject to the faculty's approval. Each report should be submitted in written form (3-5 pages each), but can also take the form of a PowerPoint presentation.

1. Review an advertisement on television, or radio. Identify the target audience, attention getting techniques, messages, visuals, and/or sound effects. What motives are being addressed? Analyze the advertisement's effectiveness and appropriateness of messages, visuals and/or sound elements.
2. Review a print advertisement. It can be a display ad, classified, or outdoor form of advertising. Identify the target audience, attention getting techniques, messages and visuals. What motives are being addressed? Analyze the advertisement's effectiveness and appropriateness of messages and visuals.
3. Locate an example of an online banner or online display advertisement that either really "works," or really does not work. Give your professional opinion as to why (in advertising terms). Consider issues related to target audience, placement, suitability of message and visuals given the actual (as opposed to intended) audience. Provide the location and context and give your rationale as to why the advertisement was functional or not.

4. Pick a product or service currently being advertised that "bothers" you in some way (ex: cigarette or alcohol commercials aimed at children, political "slur" campaigns, violent video games, etc.). Discuss what you think are the ethical implications of the product or service's introduction to both the intended and unintended audience. Discuss what you would do (or change) if you were the advertising manager in charge of that offering. Discuss ways in which you could balance the profit needs of the company with societal concerns.
5. Find a product that interests you. Write a print advertisement for that product that could be used to direct market it in a national magazine.
6. Watch an infomercial (a commercial that runs 30 minutes to sell a product). Aside from length, what are the differences between the infomercial and a regular 30-second commercial? What are the advantages and disadvantages? Discuss what are critical concerns for an infomercial advertiser.
7. Think up a target group to which you would like to market a product or service. Locate a publication that would properly target that market. Order a media kit from the advertising offices of the publication. Describe how the publication properly targets your identified market. What are the costs, sizes, discounts, etc.
8. Choose a cable TV specialty channel such as ESPN or Discovery. Describe the target audience (in terms of demographics and psychographics) that the channel seems to be aiming towards. Compare that to the advertisements that are running on the station. Describe those that seem to match the target audience and those that do not.
9. Read several advertising-related help wanted advertisements. Use advertising journals for this exercise as opposed to newspapers. Describe the duties and requirements for the jobs, and salary if cited.
10. Attend an advertising-related function such as a media trade show or advertising seminar. (Note: your instructor may be able to help you locate a local event). Write a general account of the event.

11. Research a failed product or service. Describe why they failed from an advertising perspective. How did the marketers fail to adequately promote the product or service?
12. Find an example of an unusual form of advertising (examples include cash register tapes, promotional items, or wrapped cars [cars painted as a rolling advertisement for a product]). Discuss the ad from a creative and strategic perspective. Does it work? Does it make an impact? Does it make sense?

