

Lesson One: Advertising Mediums

Activating Strategy: Begin with a quick demonstration where you take several ads and place them in alternative formats. Then discuss why they don't work? For example, I will take a flyer and place it on the wall. The students will respond by saying things like "It's too small" and "What's it for" and "I can't read it". Other examples include "listen" (radio) to TV commercial that is just a song – can't tell what it's for, or "watch" (TV) a magazine ad – boring + no music/movement.

Acquiring Strategy:

Characteristics scavenger hunt (a search for what makes each advertising medium unique/successful). Do the video one together as a class first. As a class & in small groups, students will experience/explore the other advertising mediums and then discuss/document their findings on the activity sheet provided.

The students will then return to their desks where we will discuss each group's findings, and students will respond to the following journal question...

- Can choice of medium affect an advertisement's appeal/impact?

Applying Strategy: Students will listen to a radio commercial and have to alter its format to make a newspaper ad, referencing their findings for "newspapers" from their activity sheet. (Black & White usually, basic titles/information, pictures, etc...). Students will then write what they changed and/or what they focused on in order to suit the new medium (in the space provided on the worksheet). The product and information need to remain consistent.

Materials:

- Several samples of magazine ads, newspaper ads, brochures, flyers, internet ads, TV commercials, radio commercials, and billboards.
- Characteristics activity sheet.
- Sample radio commercial.
- Blank white paper - "newspaper" outline + response lines

Lesson Two: Tricks of the Trade

Activating Strategy: Discuss the idea that, besides the general design characteristics (discovered in the previous lesson), companies also use a variety of “tricks” to “persuade” people to buy their product.

*******Krista’s “leach” thing???**

Acquiring Strategy: Students will write the terms and a description of all the “tricks of the trade” in their media journals (including: Facts & Figures, Star Power, Repetition, etc...). Each trick will be accompanied by an actual example (all projected) - discuss each one’s “trick” – and why that “technique” makes the ad effective.

Internet Activities:

Co-Co’s Adversmarts (media-Awareness)

Food Ad Tricks (pbskids)

What’s in an ad? (pbskids)

Be the ad detective (pbskids)

Hot or Snot (pbskids)

Applying Strategy: Tricks of the Trade matching. In pairs, have students match an advertising statement/example to its “trick”.

Activating Strategy: Tricks of the Trade scavenger hunt. In groups, students will search through magazines to find an example of each “trick”.

Acquiring Strategy: Show a couple “Truth” magazine and Video ads about smoking. Discuss. <<http://tobaccofreekids.org/adgallery>> has a gallery of ads produced by tobacco companies.

Street Cents???

<http://www.cbc.ca/streetcents/guide/>

Applying Strategy: Have kids create their own “True Ad” project

by juxtaposing real “junk food” industry ads with spoof ads they've created themselves.

Between their second and twelfth birthdays, Canadian children will see 200,000 television commercials. About 80% of food commercials aired on Saturday morning kids' TV shows are for products of low nutritional value. Ads for high-sugar products – for example, candy and cereals – form the majority. (Prime Time Parent workshop kit by the Alliance for Children and Television, 1995)

Show students a McDonalds (or other unhealthy product) ad (projector), give them the real nutritional facts, and then have them create their own “Truth” poster.

Materials:

- Magazine Advertisement
- “Tricks of the Trade” terms and descriptions
- One magazine picture or photo for each group + flip paper

Buy Nothing or Local Day

International Buy Nothing Day always falls on the day after the American Thanksgiving in November, traditionally the first day of Christmas shopping in the U.S. People are encouraged to not make any purchases throughout the entire day. The idea is to increase participants' awareness of their spending habits and to think about mass consumerism and its effect on the cultural and natural environment of the world.

Lesson Three: Branding

Activating Strategy: Mad logo scramble. The students will be given 2 minutes to search their classroom for as many logos as they can find. We will then discuss why companies use logos: branding. We will then come up with other branding tools (characters, jingles, slogans) and discuss their effectiveness.

Acquiring Strategy: Students will participate in a couple branding activity centres.

a) The Blind "Taste Test"

Have students participate in a "Brand Name" face-off. Use popular foods such as soft drinks, potato chips, or chocolate chip cookies. Be sure to include cheaper, generic brands along with assorted name brands.

b) Branding Races

Groups of students will be exposed to a bunch of plants, logos, mascots and slogans and will try to determine which plant/company they represent purely by recall (ie: the swoosh...which represents Nike). In the end the groups will tally up their total (how many they knew) to help them reflect on the power of branding – students will only get a couple of the plants, but will dominate the logos/slogans!

c) Who Owns What? – Power sort!

Students sort a list of popular companies into their “trans-national” corporate owners. For example: ESPN and ABC are owned by Disney, while Dove AND Axe are owned by Unilever.

Applying Strategy: Students will discuss the idea, purpose and power of branding in their media journals by responding to the following questions:

- What are the 3 branding tools we have explored?
- What is the purpose of branding?
- Why do you think it is so effective?

Logo Free Day?

Materials:

- Logo centre: Pages with logo examples - Nike Swoosh
- Discussion questions

Evaluations:

1. Groups will receive a photograph or a picture from a magazine, from which they will have to create an advertisement for (on flip paper) using at least 2 “tricks of the trade,” a logo, and a slogan. They will also need to add a product name. They need to sell the product. The product can be in the picture, or just be represented by the lifestyle of the photo. Each group will present their “advertisement” and discuss which “tricks,” etc... they used and why.
2. Tricks and Branding quiz. Identify these things within several advertisements from various mediums.

Lesson Four: The Ad Campaign

Activating Strategy: Show an example of an ad campaign (ie: a magazine, billboard, TV, and newspaper ad on the same product). A movie ad campaign is easy to gather. Discuss why certain elements are kept consistent.

Acquiring Strategy: Define and discuss the following terms:

Ad Campaign - an organized program of advertisements with a specific target in mind.

Advertising Mediums – The different types of advertisements that companies use to advertise, (Video, magazine, newspaper, internet, brochure, flyer, radio, billboard, and products themselves).

Target Audience – A specific group which advertising is directed. (Twilight = Teen Girls).

Product Placement – The use, display, or placement of a product within various media, such as a television show, or a movie. (Wayne’s World).

Sponsorship – A “mutually” beneficial partnership between a company and an event or building. The company provides financial support for the event/building in exchange for their name/logo being associated with it. (MTS Centre).

Applying Strategy: The class will begin creating advertisement campaigns in small groups. They will get to invent a product and create various advertisements in varying mediums to try to sell their product. They will be required to incorporate as many appropriate “tricks of the trade”, branding methods, and campaign strategies as possible.

The first part of their “advertising campaign” will be to come up with their product (clothing, food, movie, book, game, restaurant, etc...), name it, design a logo/character, and write a slogan/jingle.

Characteristics of Various Marketing Mediums

Television Commercials

Radio Commercials

Magazine Advertisement

Newspaper Advertisement

Billboard

Internet Advertisement

Flyer/Brochure

Clothing/Other

Advertising Tricks of the Trade!

Heart Strings - Ads that draw you into a story or image that makes you feel good. Companies use cute kids, fathers and sons, or even puppies to suck you in!

Image Advertising: A product is associated with certain people, places, and activities. What the advertiser wants the target audience to think they want to be like. These ads associate the product with a very desirable life-style.

Humour, Fun and Excitement - Ads that show something amusing or comedic. This “technique” aims to reinforce the connection between the product and good times.

Ideal People/Products – People appear to be perfect. People are usually fit, attractive and cool-looking. Food, clothing, cars, etc, are always in perfect condition.

Star Power - your favorite sports star or celebrity is telling you that their product is the best! Kids listen, not realizing that the star is being paid to promote the product.

Name Calling - when you put down your competition's product to make your own product seem better.

Facts and Figures - when advertisers use facts and statistics to enhance their product's credibility.

Repetition - advertisers hope that if you see a product, or hear its name over and over again, you will be more likely to buy it.

Mood - Colour, font, light/darkness, music, and sound effects are all used to create emotion in commercials.

You're A Winner - Sometimes companies offer contests, prizes or other promotional deals to draw people in, especially kids.

Scale - Making a product bigger or smaller (ratio).

Bandwagon - When the ad makes it seem as though everybody has the product, or should have it.

Omission/Selectivity - When the advertiser leaves negative information, facts, and/or images out of the ad. For example, only showing kids having fun with the product, or making crazy catches (football). This trick makes the product seem very appealing.