

Modern Advertising Project (JUNIORS ONLY)

As we wind down our advertising unit, you're going to select an advertising campaign that interests you. It should be an advertisement that is impactful or influential in some way and create a poster highlighting the campaign.

Your advertisement can be a specific tv commercial, a jingle, a print advertisement, a digital media campaign, or a series of ads centering around a theme or character. Some possibilities:

- Nike "Just Do It"
- Budweiser "Wassup"
- American Legacy's Truth campaign (anti-tobacco)
- Proctor & Gamble's "Thank You, Mom"
- Apple, "1984" or "Get a Mac"
- Budweiser Clydesdales campaign
- Absolut vodka's bottle campaign
- Progressive insurance, Flo
- DeBeers, "A diamond is forever"
- BMW, "The Hire" campaign
- Burger King, "Subservient Chicken"
- Red Bull, "Stratos"
- Old Spice, "The Man Your Man Can Smell Like"
- Dove's campaign for real beauty
- Aerie's unretouched campaign
- Chipotle, "Back to the Start"

OR, A NOD BACK TO THE OLDER DAYS OF ADVERTISING:

- McDonald's "You Deserve a Break..."
- Betty Crocker
- Aerie
- U.S. Army "Be All You Can Be"
- Campbell's Soup "Mmm Good"
- U.S. Forest Service, Smokey the Bear
- Burger King "Have It Your Way"
- Energizer Bunny
- Snap, Crackle, Pop (Rice Crispies)
- M&M "Melts in Your Mouth..."
- "Got Milk?"
- Famous Super Bowl ads (CHOOSE 1)
- Maybelline "Maybe She's Born With It"
- Ms. Clairol, "Does She or Doesn't She?"
- Tootsie Pop

Your finished product will be in the form of a TRI-FOLD POSTER which highlights the following:

- **Details on your advertising campaign: (Center Panel)**
 - Ad type(s), year(s) it ran, product/company
 - Details on the ad & its creators (if relevant)
 - What was the concept behind the campaign? How was it connected to the product/brand?
 - What type of advertising had been used for this product before this? AND How was this ad new, different, unique?
- **Impact: (Right Panel)**
 - What impact did the advertisement have on the way that the product/company was viewed by consumers? Consider public perception, image and any related sales info.
- **Influence: (Left Panel)**
 - How was the advertisement/campaign in some way influenced by the values & norms of the time period?
 - What, if any, influence did the ad have on consumers, the industry, competitors, etc.?

Advertising Poster Grading

Details on the ad campaign (10 pts)
Impact (10 pts)
Influence (10 pts)

Presentation (*Creativity, Appeal, Neatness, Effort*) (10 pts)
Bibliography (*Min. of 2 sources, cited*)