

## Assignment: Advertising Project (Group)



**Due Date:** Wednesday, November 6 by 9:35 am.

**This project is NOT ELIGIBLE for an extension under any circumstances.**

**Submission:** Word document (approx. 500 words) to Sakai before class; 5-10 minute presentations in class.

**Assignment Details:** Since fairy tales contain cultural references that translate across many different races, classes, ages and cultural groups, they are often used as a common reference point in advertising. Each group will be required to create an advertising campaign for various media, then “pitch” that campaign to the class. The purpose of this assignment is reinforce lessons of genre and audience, while giving students the opportunity to practice visual rhetoric, presentation skills and group management skills.

### Campaign\*

Each group will be assigned a product, as if they were creative executives in an advertising firm (a la *Mad Men*). Each group may need to research that product in order to effectively design an accurate and persuasive campaign: at minimum, each group should reference the product website or parent company website. Each group will then design an advertising campaign based around a fairy tale and any relevant research. The fairy tale may be one we have covered in class or one outside of the course. Each group should identify a symbol or meme from that advertising and use it as the basis for their advertising campaign. The campaign must contain three of the following types of advertising:

- Print ad (magazine/newspaper)
- Public ad (billboard/bus)
- Internet ad (still or animated, with hyperlinks)
- Radio ad
- Television ad

Each type of ad must be distinct and make use of each genre of ad to its advantage. The ads may have specific elements in common (similar images, color schemes) and should be instantly recognizable as a part of the same campaign. Print, public and Internet ads should be complete, but radio and television ads may be presented in complete format (recorded) or in pitch form (acted out by team members, a story board etc.)



### Presentation\*

In class on November 6, each group will be given a maximum of 10 minutes to “pitch” their campaign to the class. The pitch should include:

- An unveiling of all three ad types. This may include acting out the potential TV/radio ads, physical representation of print/public ads (posters), or projected versions of any of the ads.
- A narrative or background on the rationale for the fairy tale chosen
- A description of the rhetorical elements of the ads (how it makes the viewer feel/think)
- A persuasive account of why this is the best possible campaign for this product

All group members must be present and speak at least once in the pitch. **Group members who are absent for the presentation will receive a 0 for this portion of the assignment.** Pitches should be well-rehearsed, polished and appropriate for the target audience.

At the end of the presentations, the class will vote on the most successful pitch and decide which campaign to “buy.” The winning group will be awarded a small prize.

### Paper\*\*

Each individual group member will be responsible for a 500-word paper, in which he or she explains the basic premise behind the ad campaign as well as his or her contributions to the group project. Each paper will include the following:

- A justification for why the specific fairy tale was chosen
- A summary of the pitch or argument
- A list of elements the individual contributed to the project
- A brief discussion of the process of group work, division of labor and group dynamics
- Any necessary references in MLA format

Each student should imagine they are doing a write-up of their group’s work for the agency files. Paper should be professionally written, well-organized and free of emotion. This document should be considered a record of the work completed.

\*Group members will all receive the same grade for the campaign and presentation. The only exception is a group member who is absent will receive a 0, but the rest of the group will not be penalized.

\*\*Each group member will receive an individual grade for his or her paper.



## Grade Rubric: Advertising Project (Group)

| Category                            | Assessment Criteria   | Points |
|-------------------------------------|---|--------|
| Campaign: Creativity/ Originality * | <p><b>25-22:</b> Fairy tale is easily discerned but creatively deployed. Campaign includes a new take/spin on the tale, using elements or memes of the tale in an original, thought-provoking, humorous or appealing way. Variations in the ad make creative use of each format. Product is made extremely appealing and presented accurately based on research.</p> <p><b>21-18:</b> Fairy tale is easily discerned but used in an unoriginal way. Campaign includes an element or meme from a fairy tale but in an expected or previously used manner. Variations in the ad slight. Product is made appealing and presented accurately.</p> <p><b>17-0:</b> Fairy tale is discerned with difficulty. Campaign closely mirrors existing ad campaign. Product is absent, unclear, made unappealing by ad or capabilities of the product are grossly exaggerated or misrepresented.</p>  | 25     |
| Campaign: Coherence/ Genre*         | <p><b>25-22:</b> Campaign engages with different genres, takes advantages of different media to increase impact. However, it is clear that all variations of the ad belong together as a set.</p> <p><b>21-18:</b> Campaign has different variations for various media but advantages of specific media are not exploited to their full potential. Variations of the ad are too similar (not distinct for different media) or too different (difficult to tell they are all connected.)</p> <p><b>17-0:</b> Campaign does not engage with genres, simply translates the exact same image into different formats/sizes or creates completely different ads with no connections to one another outside of product or tale.</p>  | 25     |
| Pitch*                              | <p><b>25-22:</b> Timed perfectly (between 5-10 minutes). Presentation is well rehearsed, without technical glitches, each group member plays an active part in the presentation. Pitch has a persuasive narrative about the strong points of the campaign and highlights the rhetorical elements of the ads.</p> <p><b>21-18:</b> Slightly outside of time limit (4-11 minutes). Presentation is under-rehearsed, with slight hesitations or glitches. Each group member plays an active part. Pitch is mostly persuasive, but leaves out one of the required elements (discussion of ads, rhetorical strategies, narrative).</p> <p><b>17-0:</b> Excessively over or under time limit (3-12 minutes). Presentation was clearly not rehearsed: group members are confused, unclear progression of events. Not all group members take part in the presentation. Pitch is unpersuasive or incomplete, leaving out 2 or more of the required elements.</p> | 25     |
| Paper**                             | <p><b>25-22:</b> Paper is clear, concise, unbiased and complete. Paper is an accurate record of the concept, work and group dynamics of the assignment. Paper is free of grammatical errors and in proper MLA format. All appropriate sources are cited in an MLA bibliography.</p> <p><b>21-18:</b> Paper is clear, concise, but slightly biased/emotional. Paper is an accurate record of the concept, work and group dynamics of the assignment. Paper has a few errors in grammar, format or bibliography. At least one source is presented in MLA bibliography.</p> <p><b>17-0:</b> Paper is unclear, wordy, and/or highly emotional. More closely resembles a complaint letter or unsubstantiated praise. Paper has multiple errors in format, grammar, punctuation, or spelling. No MLA bibliography is present.</p>   | 25     |
| Point total                         | 100 points possible   |        |