Inquiry Process: Advertising

## Checklist

Review the following checklist before you present your advertisement to the class.

|  |  |  |
| --- | --- | --- |
| Criteria |  | Slogan |
|  |  |  |  |  |  |
|  |  | The name of the product |  |  | Did you create a slogan? |
|  |  |  |  |  |  |
|  |  | The picture of the product |  |  | *Remember: A slogan is a phrase or* *sentence that helps you sell your* *product.* |
|  |  |  |  |  |
|  |  | Did you use one or more of these  |  |  |
|  |  | techniques: |  |  |
|  |  |  |  |  |  |  |
|  |  |  | Celebrity |  |  |  |
|  |  |  |  |  | **TIPS** for slogans:* + Short slogans are easy to remember and catchy.
	+ Rhyming in slogans makes it stick in people's minds.
	+ Using words that start with the same letters can make a slogan sound good.
 |
|  |  |  | Font |  |
|  |  |  |  |  |
|  |  |  | Attractive colours |  |
|  |  |  |  |  |
|  |  |  | Emotion evoked |  |
|  |  |  |  |  |
|  |  |  | Wealth |  |
|  |  |  |  |  |
|  |  |  | Scale (making a product bigger |  |
|  |  |  | or smaller) |  |

|  |  |  |
| --- | --- | --- |
| Creation of the Print Ad |  | Target Audience |
|  |  |  |  |  |  |
|  |  | Did you use one slide? |  | Who is your target audience? Explain: |
|  |  |  |  |  |  |
|  |  | Did you use any search engines to  |  |  |  |
|  |  | find images for your ad? |  |  |  |
|  |  |  |  |  |  |
|  |  | Did you credit the sources of the  |  |  |  |
|  |  | images? |  |  |  |
|  |  |  |  |  |  |
|  |  | Did you use *Paint* or other tools to  |  |  |  |
|  |  | create your ad? |  |  |  |
|  |  |  |  |  |  |
|  |  | *BONUS:* Did you take it a step  |  |  |  |
|  |  | further and create a jingle for your  |  |  |  |
|  |  | ad? |  |  |  |
|  |  |  |  |  |  |

### To Explain in your Presentation

|  |  |
| --- | --- |
| * Why the selected medium is a good one?
 | * What were the techniques of persuasion used in your ad?
 |
| * Who is the audience for your ad?
 | * Explain the ad design.
 |
|  | * What is your slogan?
 |