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? |