Inquiry Process: Advertising

## Your Task

You are an Ad Executive at the *Browns Advertising Agency*. You have been commissioned by a technology company to **design an advertisement** and **a slogan** for their latest music player (mp3). Your ad will appear in one of the following mediums (select ONE):

|  |  |  |
| --- | --- | --- |
| Magazine | Newspaper | Website |
| Cereal box | Side of a bus | Billboard |

With the help of another Ad Executive (a classmate) you will present your advertisement. You must sell your ideas to the client by explaining: why the selected medium is a good choice, the audience for the ad, the persuasive approach used, the design for the ad, and the slogan.

## Details

You will present the following:

* Your ad must be in the proper dimensions for your medium. It should include:

|  |  |
| --- | --- |
| * The name of your product.
 | * Your slogan.
 |
| * An image*.*
 | * One or more design techniques*.*
 |

* Orally, you will explain the following to the *Browns Advertising Agency* (your teacher and classmates):

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