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.

## Phase 1

To complete this Task, you will use the *Inquiry Process*.

Phase 1 of the process is **Plan**:

|  |  |
| --- | --- |
| 1. Generate a **Big Question** from this task. 2. Brainstorm and think about **four** items that you need to learn about to answer the Big Question (these are your **Little Questions**). 3. Determine the main concepts in each of these Little Questions **(Keywords**). 4. Build **Search Strings** for each of your Little Questions using these Keywords). 5. Decide on the best **source** (web, library, or community) to go for answers to each of your Little Questions. |  |