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 2

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

Phase 2 of the process is **Search**:

|  |  |
| --- | --- |
| 1. Do some **exploratory searches** in search tools (OPAC, directories & search engines) to learn which is the best one to use to help answer the Little Questions.
2. Conduct a search in the search tool that has been chosen to meet your information need and **mark** some possible sources.
3. **Review** and **evaluate** each possible source to make sure it is useful and appropriate by using CRACR.
 |  |