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 3

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

Phase 3 of the process is **Use**:

|  |  |
| --- | --- |
| 1. **Review** the task that was given. 2. **Make Notes** on each source to help answer all Little Questions. 3. **Analyze** and organize the key ideas learned to draw conclusions about the Big Question. 4. **Discuss** what has been learned with your teammate and how this information can be used to help design an advertisement. 5. **Design** an advertisement for the medium that has been chosen. |  |

1. **Practice** your presentation to the company.
2. Prepare a **List of Sources** that has been used to complete this task.