

# Advertising Samples Assignment

## Rationale:

Advertising is the most visible component of marketing – and the one most often pointed to when someone says they want to increase their marketing efforts. Although it is only one component, it is the one we are most familiar with whether it is on TV, an email, a banner on the web, a radio or even a print ad in magazines and newspapers. College students represent a target group that draws millions of dollars of advertising and tracking. As a student you have been exposed to hundreds of hours of TV commercials, thousands of web-based ads and hundreds or thousands of emails and other digital messages with special offers. This assignment, which starts today, will allow you to collect three to five ads each week over the next ten weeks. These ads should be either particularly good or bad, and represent what you are exposed to throughout much of this semester. Once collected you will have a chance to look at common themes and what are effective or not-effective ads in your opinion.

## Details:

- Collect 3 – 5 ads each week from whatever sources you choose, but the final project will be submitted electronically so paper based ads should be scanned.
- For each ad list the date it was collected, the source of the ad (email, banner ad, TV commercial, etc.), and what is about the ad that you find most significant (what made you notice it).
- Once you have finished collecting the ads, identify at least three themes you have noticed across the collection (examples might include “buy now!” or “’Tis the season...” or “What were they thinking?”). These themes should be clearly identified so you can present them to the class on week eleven of the course.
- Prepare a five-minute presentation using some of the samples you have collected explaining the themes you found and why the ads were particularly effective (or not) at motivating the targeted audience to take action. You should have three to five examples of each theme, don’t feel like you need to use every ad you collected – just the ones that demonstrate the theme most effectively.
- Prepare all of the samples in an electronic format (Word or PowerPoint are two options) that you can then submit at the start of the week of presentations (even though you may not present until later in the week).

## The grading:

The entire project is worth 100 points with the written section being worth 75 points and the presentation worth 25 points. The written portion will be graded on the number of ads collected over the ten-week period (please do not grab 50 ads the weekend before the project is due since you will miss trends and timing of campaigns over a lengthier time period – you will also lose points for not following directions). The grading will also incorporate your comments on the individual ads as well as the trends identified. The presentation will include your ability to explain the trends you identified through words and samples so navigating to the desired ad will be important. You will have access to the computer in the front of the room for your presentation.