

# Essay 5: The Ad Campaign

## The Assignment

- ❖ Work with a group of your classmates to create and design an ad campaign for a product that you will invent.

## The Components

- ❖ First off, the product: Your group will take any two household objects and combine them into one über-product that will do the job of both. Be creative in combining the two products. Example: Combining deodorant and a toothbrush gives you...DEODO-BRUSH®! *One end keeps your teeth clean and white, the other keeps you from stinkin' the place up! Just don't mix up the ends!* Go ahead and have some fun with this, but find some way to make your product genuinely useful. Perhaps it makes a household chore easier, maybe it simplifies some aspect of personal hygiene, perhaps it permits the American public to be even lazier than it already is. Go bananas.
- ❖ Once you have your product, here's what you are responsible for creating:
- ❖ **The Pitch:** Draft a letter to the manufacturer that will be responsible for making and shipping thousands of your product. Defend in this formal business letter why your product is useful and why the company should bother to distribute it in the first place. Find a creative way to grab their attention, and an engaging way to explain your product's usefulness.
- ❖ **The Print Ad:** Design a 2-page layout advertisement for your product, suitable for printing in a magazine.
- ❖ **The TV Ad:** You've been granted the Holy Grail of TV Advertisements: A 60-second spot during the Super Bowl. Write a script of the commercial you will use for this spot. We'll be performing these in class, so make it entertaining! You may either act out your ad on your performance date, or film it beforehand and bring it in.

## Group Dynamics

- ❖ How you choose to divide the work up between yourselves is entirely up to you. Know this, however: at the end, all of you will be writing an evaluation of both **your** work and the work of **your partners**. Here's how each of your individual grades will break down:
  - My evaluation of your group's three components: 50%
  - Your evaluation of your contribution to the group: 25%
  - Your partners' evaluations of your contribution to the group: 25%

***Presentation Dates: Wednesday, May 4 &  
Thursday, May 5***