MAJOR WRITTEN ASSIGNMENT ON KEY ADVERTISING CONCEPTS

DUE THURSDAY 11/30 BY EMAIL TO:mara@bgsusa.org

NB: there will be extra credit for presenting a summary of your paper in class in the following week. Up to 10% of paper points value (up to 20 points).

POINTS VALUE: 200; Late penalty is 10% per week. All due by end of the course.

FORMAT: MLA or APA. Use 12 point font and double spacing

LENGTH: 3 TO 4 pages (1050 to 1400 words) for body of paper. Title page and references are additional. Appendix is additional

REFERENCES: Cite any sources used with in-text citations within the body of the paper and a References page.

Include:

1. Cover page
2. Introduction – provide background on the selected advertiser and preview points to come.
3. Body of paper as follows:

Using a real-world advertiser of your choice, respond to the following:

* + 1. MEDIA TOPICS CH 8 – 11

Identify and describe the advertiser’s use of at least 2 of these media:

* Print – newspapers or magazines advertising
* Out of home – outdoor or transit advertising
* Broadcast – TV or radio
* Interactive or alternative media – Internet, web site, email, mobile/texting

(Provide samples in the Appendix.)

* + 1. MESSAGE& VISUAL STRATEGIES CH 12 – 14

Identify and describe the advertiser’s use of at least 2 of these creative tools:

* Copywriting
* Design or visual communication
* TV art direction
* Web design

(Provide samples in the Appendix.)

* + 1. INTEGRATION STRATEGIES CH 15 - 18

Identify and describe the advertiser’s use of two (2) of these tools:

* Brand advertising
* Direct response
* Sales promotion
* Retail advertising
* Global or international advertising

(Provide samples in the Appendix.)

1. Conclusion – summarize major points of the paper
2. References page

APPENDIX

Provide images of sample advertising for all 3 sections – at least 3 samples.