Global Connections

Ad Campaign Analysis Project

Start: With a partner, choose a corporate advertising campaign used to promote a business or product(s) in the last 10 years.

Task: Create a presentation for the class about the campaign.

Research:

* Collect background information on the advertiser, their products or services, and the customers targeted by this advertising campaign (sex, age, SES, lifestyle). You may use any combination of resources including the Internet, on-line databases, or print materials. Be sure to consult the advertiser’s website.
* Collect background information about the campaign itself and the history of the campaign. What agency or agencies created the campaign? What was the cost? What was the media strategy? Use the trade press and professional publications. General news sources and the business press may also prove helpful here. Consult the agency’s Web site.
* From that specific campaign, find at least 4 advertisements in at least 2 different formats (print, outdoor, electronic media, commercial, etc.) that have appeared or been published or aired for the company, product, service, or brand.
* Critique the company’s website based on the elements of design and usability.

In your presentation:

* Discuss the company, the population targeted, and the company’s competitive advantage. Use *specific* references to factual data.
* Explain the advertising campaign you chose, including when it was implemented, how long it ran, approximately how much it cost, and what mediums were used.
* With these things in mind, evaluate the *strengths* and *weaknesses* of the ad campaign itself. Use as many examples as possible to illustrate your evaluation. Think about the following:

|  |  |  |
| --- | --- | --- |
| **Qualities of an Effective Visual** | **Techniques Used** | **Explanation (why it works/doesn’t work)** |
| **Catchy** (grabs the audience's attention) |  |  |
| **Concise** (requires as little reading as possible) |  |  |
| **Comprehensive** (presents all the key information) |  |  |
| **Convincing** (makes the viewers believe the information on the visual is important and believable) |  |  |
| **Appeals**  **(makes a strong \_\_\_\_\_\_\_\_\_\_\_\_\_ people)** |  |  |
| **Elements of Design:**  **(uses color, typeface, style, and space effectively- remember all of these concepts have multiple elements)** |  |  |

* Suggest *changes* to make the message(s) more effective. Be specific and precise.
* Include a bibliography (MLA format) of all the sources you used.

Grading: This project will be evaluated in terms of quality of the research, selection of criteria, selection of information resources, selection of ads, original analysis, quality of writing, and overall presentation.