**Advertisement Project**

8th Grade FACS

Directions: Your assignment, as the marketing department for a manufacturer, such as General Mills, Kellogs, Lysol, Nabisco, Bryers is to design an advertisement for a new product.

You will need to meet the following requirements:

1. The design needs to appeal to 3-9 year olds. They are your target customer age group. Makes sure the is advertisement appropriate? (4 pts)
2. The design needs to use eye-catching colors (5 pts)
	1. Think: what are children 3-9 interested in? What colors make them attracted to different products?
3. The design uses a character to promote the product (3 pts)
	1. Animals: bugs, etc. Advertisers don’t usually use bugs to promote food, but some kids like it.
	2. Superheroes: Little kids prefer fantasy characters to pictures of real people
	3. Stars: Celebrities appeal to both boys and girls and putting stars on boxes is one of the most effective ways to sell cereals.
4. The design has a clever and easy name to remember (3 pts)
5. The design uses an appealing description for the product (4 pts)
	1. What is the product? What is it made out of (oats, grahams, corn, rice, etc), are they colorful, are they in different shapes, sizes flavors? Be SPECIFIC!
6. The design must use one of the advertising techniques we discussed in class (4pts)
	1. Examples: Humor, Celebrity Endorsement, Lifestyle, Happy times, etc.
	2. There should be a written description on the back of the advertisement explaining what advertising technique is used and how it is being used

   

**Advertisement Design**

Rubric

Creative Team Member(s):

|  |  |  |
| --- | --- | --- |
|  | Earned: | Possible: |
| Neat without the use of pen/pencil -- Uses a variety of colors to catch the attention of children. |  | 5 |
| Does it appeal to 3-7 year olds? Is it appropriate? |  | 4 |
| Uses a character to promote the product |  | 3 |
| Has a clever and easy name to remember |  | 3 |
| Uses an appealing/specific detailed description for the product |  | 4 |
| Paragraph explaining advertising technique used/how it’s used |  | 4 |
| Spelling/Grammar  |  | 2 |
| Total:  |  | 25 |

**Advertisement Design**

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