

Ad Research and Creation Assignment

OBJECTIVE: The end product of this assignment will be a professional advertisement for a specific product of the student's choice accompanied by a slide presentation with research about the product and company. Students will pick a product from *a well-known brand*, research both the brand and the product specifically to find out information about both them.

The ad that you create must be shot by you and have a target audience and form of advertising appeal(s). In your slide presentation you must explain which target audience you went after, which form of appeal(s) and how you used, your advertisement touches upon both of those elements of marketing.

WHY: This project will hit on most major aspects of the marketing/advertising world and give students a great insight into the world of visual communications.

PROCEDURE:

1. First, take your time to find a product that you feel like will *not only be something that you would enjoy researching* and creating an ad for, but also *one that you will have access to* and be able to find information about online (no made up products).
2. Then, take your time to research both the product and the actual brand that makes the product (*note: if it is a product that multiple brands make, choose a single brand*). Lookup example advertisements of that product and research the brand to get a good idea of their branding.
3. Figure out what target audience that product is normally reaching for and why.
4. Figure out what forms of advertising appeals they normally use and why.
5. Plan an advertisement that revolves around your product, the target audience and the form of advertising appeal(s).
6. Shoot and edit your planned ad and make it look professional. It can be any size and shape you would like.
7. Edit your image in Photoshop or lightroom, then build your ad in either Photoshop or Illustrator. Think about: image quality, Hierarchy, Include the product, logo, headline, and maybe tagline.

Your slide presentation should include the following information:

1. What is the brand?
2. What is the product and what does it do?
3. What does this company's branding tell you about them?
4. What do real ads for this product normally look like?
5. What is the normal target audience for this product?
6. How do you know this?
7. What type of advertising appeal do they normally use in their ads? Why?
8. How did you go about reaching your target audience when planning, shooting and editing your ad?
9. How did you go about utilizing your specific form(s) of advertising appeal(s) when planning, shooting and editing your ad?