



Name: \_\_\_\_\_

Date: \_\_\_\_\_ Period: \_\_\_\_\_

## *Creating an Advertisement Project*

**Directions:** Using the rubric provided, create an advertisement for the classroom store. You can focus on selling one (1) item or you may focus on advertising the entire store. This project is due \_\_\_\_\_ and is worth 40 points.

*Helpful Hint = CONCENTRATE on the EXEMPLARY category ONLY!!!*

	<i>Exemplary 10</i>	<i>Good 9-7</i>	<i>Fair 6-5</i>	<i>Needs Improvement 4-0</i>
<b>Target Audience</b>	Advertisement addresses: the perceptions of needs and wants; problems consumers may encounter; emotions experienced causing negative or positive reactions; current or desired lifestyle	Advertisement addresses: 3 of the 4 characteristics of the target audience	Advertisement addresses: 2 of the 4 characteristics of the target audience	Advertisement addresses none or 1 of the 4 characteristics of the target audience
<b>Purpose of Advertisement (How are you going to grab the consumer's attention?)</b>	The advertisement grabs the consumer's attention by using emotions; saving money; providing a better life; and solving problems. (Meet 3 of the consumer's needs)	The advertisement slightly grabs the consumer's attention through meeting 2 of the consumer's needs.	The advertisement grabs the consumer's attention through meeting 1 of the consumer's needs.	The advertisement does not address the consumer's needs.
<b>Creative and Appealing Layout</b>	Various techniques are used enabling the consumer to get the most from the advertisement (Z-form; Color; Advertisement placement; Other techniques). <u>Use three or more layout techniques.</u>	Two layout techniques were used in creating the advertisement.	One layout technique was used in creating the advertisement.	No recognizable technique was used when creating the advertisement.
<b>Advertisement Technique</b>	Three advertisement techniques were used when creating the advertisement (promotion/incentives; slogans; logos; beauty appeal; testimonial/celebrity endorsement; escape; lifestyle; peer approval/bandwagon; rebel; unfinished comparison)	Two advertisement techniques were used when creating the advertisement.	One advertisement technique was used when creating the advertisement.	No recognizable technique was used when creating the advertisement.
<b>Total</b>				

**SCORE:** \_\_\_\_\_/40 points