

**Directions:** Your task is to make an advertisement on a product while utilizing the information we have learned in class on persuasive techniques. Your final product must adhere to the rubric detailed on the back. This project is worth two grades. This document must be submitted on the day your project is due!

**I. Identify the topic that you would like your ad to be on. These could include, but are not limited to:**

- A. *Social Issues (e.g. poverty, disease, equality, etc.)*
- B. *Consumer Goods (e.g. foods, clothing, technology, etc.)*
- C. *Services (e.g. cleaning, repairs, specialists, etc.)*

**II. Now that you've identified a general topic, talk with your group and narrow your idea down to a specific cause.**

A. *My advertisement will be about* \_\_\_\_\_.

**III. You are now ready to begin brainstorming about your product. As you talk with your group answer the following questions:**

A. Who is your target audience?

B. What three persuasive techniques will you include in your ad?

- 1.
- 2.
- 3.

C. What three selling points will you include in your ad that specifically addresses your target market?

- 1.
- 2.
- 3.

D. What images and or graphics will you include to help sell your product?

E. What is your headline? Does it “speak” to your target market? Why or why not?

F. Thinking ahead to the final product, do you believe your advertisement will be effective enough to convince your classmates that your product is worthy to purchase? Why or why not?

G. What are your specific roles/responsibilities you must complete to help in creating the advertisement?

**III. As you create your ad please keep the following grading criteria in mind.**

	5	3	0	YOUR SCORE
Headline	<ul style="list-style-type: none"> <li>• Highly relevant to the ad</li> <li>• Witty, impacting and/or insightful to the topic</li> <li>• Largest print on page</li> <li>• Visually “eye-catching”.</li> <li>• Addresses target market</li> </ul>	<ul style="list-style-type: none"> <li>• Relevant, but not of high impact</li> <li>• Provides limited insight into the product being sold</li> <li>• Largest print on page</li> <li>• Does not immediately catch the viewer's attention</li> <li>• Somewhat addresses target market</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrates little to no relevance between the headline and the product or there is no headline</li> <li>• Possess little to no wit and/or creativity when addressing the product</li> <li>• Not the largest print on the page and/or not “eye-catching”</li> <li>• Does not address target market</li> </ul>	
Image Graphics Illustrations	<ul style="list-style-type: none"> <li>• Of high quality and/or resolution</li> <li>• Connects with the central theme of advertisement</li> <li>• Highly relevant to the product being sold</li> <li>• Addresses target market</li> </ul>	<ul style="list-style-type: none"> <li>• Image quality is of average standard</li> <li>• There is a limited connection between the image and the central theme of the advertisement</li> <li>• Somewhat addresses target market</li> </ul>	<ul style="list-style-type: none"> <li>• Image quality is of poor standard or there is no image</li> <li>• The connection between the image and the product is insufficient and/or unrecognizable</li> <li>• Does not address target market</li> </ul>	
Selling Points	<ul style="list-style-type: none"> <li>• Ad contains more than three selling points</li> <li>• Highly convincing and compelling arguments</li> <li>• Would persuade all to most readers to “look into” the product being advertised</li> <li>• Highly appealing to target market</li> </ul>	<ul style="list-style-type: none"> <li>• Ad contains three selling points</li> <li>• Not all selling points are convincing</li> <li>• Would only persuade some readers to “look into” the product being advertised</li> <li>• Somewhat appealing to target market</li> </ul>	<ul style="list-style-type: none"> <li>• Ad contains less than three selling points</li> <li>• Ad presents two or more “weak” arguments</li> <li>• Ad would persuade little to none of its viewers to “look into” the product</li> <li>• Arguments do not appeal to target market.</li> </ul>	
Persuasive Techniques	<ul style="list-style-type: none"> <li>• Ad contains more than three persuasive techniques</li> <li>• Highly effective use of technique is exhibited and is clearly recognizable to peers/teacher</li> <li>• Techniques are highly appealing to the target market</li> </ul>	<ul style="list-style-type: none"> <li>• Ad contains three persuasive techniques</li> <li>• Use of techniques are somewhat successful, but not all are easily recognizable by peers/teacher</li> <li>• Techniques are somewhat appealing to the target market</li> </ul>	<ul style="list-style-type: none"> <li>• Ad contains less than two persuasive techniques</li> <li>• Use of techniques is unsuccessful or no techniques are used whatsoever</li> <li>• Techniques show little to no connection to the target market</li> </ul>	
Overall Effectiveness	<ul style="list-style-type: none"> <li>• Layout, symmetry and format of ad is of professional quality</li> <li>• Ad contains a high-level of “Wow factor”</li> <li>• Use of color is optimal</li> <li>• Intended audience is successfully targeted</li> </ul>	<ul style="list-style-type: none"> <li>• Layout, symmetry and format of ad is of average quality</li> <li>• Ad contains some “Wow factor” but other areas could be improved</li> <li>• Use of color is sufficient, but not exceptional</li> <li>• Intended audience is somewhat targeted</li> </ul>	<ul style="list-style-type: none"> <li>• Layout, symmetry and format of ad is of poor quality</li> <li>• Little to no effort was put into making the ad</li> <li>• Ad contains little to no “Wow factor”</li> <li>• There is limited or no use of color</li> <li>• Intended audience is not targeted</li> </ul>	

Your Score: \_\_\_\_/25