

What is the definition of good advertising?

Create a Prezi in Webstudy of your responses to the question: What is the definition of good advertising? Do not use fake or gag ads; ads that exist for the purpose of making fun of real advertising and are not advertising a legitimate product or service. An example of a fake ad is found at:
<http://www.youtube.com/watch?v=IS1yhwWOCa0>



Answer the four questions in your Prezi.

(Re-state the questions when creating the Prezi.)

Part 1- What is the definition of good advertising?

List three (one or two word) characteristics of good advertising. For example, "funny" ads are good advertising.

Part 2- Describe good advertising in your own words.

Describe the importance of each of the three characteristics (the characteristics you listed in the answer to the first question) of good advertising. For example, it is important for an advertisement to be "funny" because if I find myself laughing I am more likely to remember the product.

Part 3- Why is good advertising significant?

In addition to your answer (text) provide a different specific example for each of the ads; place video, audio or images to be included in your Prezi.

Considering the three characteristics of good advertising, choose a specific example from any media that possess these qualities. (Match the characteristics of good advertising (answers to second question, to the examples.) A few sentences, no more than a paragraph, along with a video, image or audio clip of the ad is necessary for a complete answer to each of your three examples for part 3.

You can use one or all types of media, TV, radio, magazines, billboards, print, etc. for your examples. For example, I **laugh** ("funny") when I watch the Geico caveman ad on TV when the two are being treated to lunch in a fancy restaurant. A salesman is apologizing to the cavemen after saying the slogan, "It is so easy a caveman can do it". The cavemen takes that as an insult and so the salesman is taking them out to lunch as a way to apologize to them. The salesman says he did not know cavemen existed. The one caveman replies, "Maybe next time you should try doing a little research".

Part 4- Compare good advertising to bad advertising. In addition to your answer (text) provide a different specific example for each of the ads; video, audio or images to be included in your Prezi.

Considering the characteristics of bad advertising, choose three specific examples from any media that possess these qualities. Label, identify the name of the "bad" characteristic in addition to providing the example. You can use one or all types of media, TV, radio, magazines, billboards, print, etc. for your examples.

Continued....

LAYOUT OF PREZI

Part 1 (definitions) of Prezi

1. Funny
2. _____
3. _____

Part 2 of Prezi

1. Funny....explain answer...

Part 3 of Prezi

1. Funnyprovide example..

Part 4 of Prezi

2. _____....explain answer...

Part 5 of Prezi

2. _____provide example..

Part 6 of Prezi

3. _____....explain answer...

Part 7 of Prezi

3. _____....provide example..

Part 8 of Prezi

1. _____ define, example
2. _____ define, example
3. _____ define, example

Part 5- Class Discussion:

Come prepared with a typed (no cover page needed) document that lists what it takes to get an entry level job in advertising. The list will have three items for **education** (degrees; specify the degree major for each, such as Bachelor's Degree in _____). Do not list a high school diploma. List three **skills** (knowledge of particular software programs, etc.) and three for **experience** (particular work or internship experience, etc.). Use your book and the links to reliable sources in the advertising section of the timeline in Webstudy to do research and find credible answers to **education, skills** and **experience**.



A team activity will take place during class. The activity will be to collaborate and come up with a comprehensive and accurate job description; a final list of three examples each of education, skills, and experience (nine items in all). Following the team activity the entire class will discuss. Expect to take notes as a required part of your class discussion.

Image source:

http://www.nomacorc.com/wp-content/uploads/2015/12/12-1-15_Advertising_Header.jpg