**Advertising Project - Business Essentials**

This is a project that reflects on what you have learned about Marketing and Advertising. You will be creating your own advertisement. It is up to you what your advertisement is over, whether that is a product, service, business, or event. For example, it can be your favourite pair of shoes, food, sports team, technology device, artist, etc…. Or it could be for the business that you have been developing. This is an individual assignment.

Once you figure out what you are advertising you then need to decide how you would like to advertise it. Your job with this advertisement is to attract or increase people’s interest in it. To do this, you must know who your target audience is. Here are your options:

Advertisement Options: (You must create at least two advertisements)

1. **Create a flyer – it** needs to be an 8x11 sheet and must have colour!
2. **Create a magazine page advertisement-** 2-page layout of 8x11 sheets and must have colour!
3. **Create a commercial** – it needs to be at least 30 seconds long
4. **Create a webcast or podcast** – it needs to be at least 30 seconds long
5. **Create your own billboard** – it needs to be on poster paper and must have colour!
6. **Create a transit advertising** - You can draw it on an 8x11 or you can create your advertisement on an actual toy car.
7. **Create a Jingle** – it needs to be at least 15 seconds long

Advertisements must include:

1. A Persuasive Technique (Repetition, Bandwagon, Testimonial, Appeals to Emotion, and/or Expert Opinion): I must be able to tell what technique is being used.
2. The name of the product, service, business, or event.
3. A catchy advertising slogan. Needs to be new. (Example: you cannot use “Just Do It” for NIKE)
4. The Product, a picture of it will work as well. (If you are doing a podcast, you must describe what it looks like).

Advertisement needs:

1. To have creativity, style, and originality
2. To be organized, neat, and look professional
3. Proper grammar, spelling, and speech
4. To have accurate and factual information
5. To have a purpose/message

**Due Date: December \_\_\_\_\_, 2023**