

Advertising Campaign

Directions:

Plan and create a four-week advertising campaign for a business of your choice. The plan should be typed and include the following components:

- Page 1: A summary of the campaign
- Page 2: Campaign goals and objectives
- Page 3: A description of the primary and secondary target markets
- Page 4-6: A detailed list of the advertising media needed for the campaign
- Page 7-8: A media calendar which represents the reach and frequency goals of the campaign
- Page 9: A budget or cost analysis sheet

Helpful Tips:

- Select a company you are familiar with. Local campaigns are typically easier to plan than national advertising campaigns.
- Describe the *specific* advertising mediums needed for the campaign. For example, instead of just indicating you want to place a newspaper ad, explain the size, location, design and frequency of the ad as well the specific newspapers in which the ad will run.
- Be creative! Try to include a variety of advertising strategies. Do not be afraid to consider unconventional or unique advertising mediums which may be appropriate (i.e., sporting events, movie theater banners, etc.).
- Think through the entire process. Graphic organizers and charts will help you to see to “whole plan.” When creating a media calendar, indicate the specific number of times you want an advertisement to be shown.
- Research the price and cost of each strategy. Do not be afraid to call local companies and inquire about a specific expense.