**Persuasive Advertising Project**

Names: \_\_\_\_\_\_\_\_\_\_\_\_\_

 \_\_\_\_\_\_\_\_\_\_\_\_\_

 \_\_\_\_\_\_\_\_\_\_\_\_\_

Your task it to make an advertisement that promotes a specific vegetable while utilizing the information we have learned in class on advertising goals and strategies. Your final product must adhere to the rubric detailed on the back.

1. Reserve your vegetable choice by writing its name on Google classroom.
2. Brainstorm with your group
	1. Who is your target audience? Why have you chosen this group?
	2. Which advertising goals will your ad utilize? Justify why these goals will help promote your vegetable.
	3. Which three advertising strategies will you include in your ad? Justify why these will work.
	4. What three selling points will you include in your ad that specifically addresses your target audience?
	5. What images and or graphics will you include to help sell your product? Justify why your choices will help.
	6. What is your slogan? Does it “speak” to your target audience? Explain.

**Evaluation Rubric**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 5 | 3 | 1 |
| Slogan | * Highly relevant to the ad
* Witty and highly impacting/ insightful to the product
* Visually “eye-catching”.
* Addresses target market
 | * Relevant to the ad
* Impacting/insightful to the product
* Does not immediately catch the viewer's attention
* Somewhat addresses target market
 | * Minimal relevance to the ad or there is no slogan
* Minimal wit and impact/insight to the product
* Not “eye-catching”
* Does not address target market
 |
| GraphicsandIllustrations | * Graphics quality is acceptable
* Connects with the goals
* Highly relevant to product
* Addresses target audience
 | * Graphics quality is poor
* Somewhat connects with the goals
* Relevant to product
* Somewhat addresses target audience
 | * No graphics
* Connection to goals is unclear
* Minimal relevance to product
* Does not address target audience
 |
| Advertising Goals and Selling Points | * Ad contains 3 selling points
* Selling points support goals completely
* Highly convincing
* Highly appealing to target audience
 | * Ad contains 2 selling points
* Selling points support goals somewhat
* Somewhat convincing
* Somewhat appealing to target audience
 | * Ad contains one selling point
* Selling points do not support goals
* Minimally convincing
* Arguments do not appeal to target audience.
 |
| Advertising Strategies  | * Ad contains three advertising strategies
* Highly effective use of strategies and clearly recognizable to peers/teacher
* Strategies are highly appealing to the target audience
 | * Ad contains two advertising strategies
* Somewhat effective use of strategies and somewhat recognizable by peers/teacher
* Strategies are somewhat appealing to the target audience
 | * Ad contains one advertising strategy
* Minimally effective use of strategies
* Strategies show little to no connection to the target audience
 |
| Overall Effectiveness | * Layout, symmetry and format of ad is of professional quality
* Ad contains a high-level of “Wow factor”
* Use of color is optimal
* Intended audience is successfully targeted
 | * Layout, symmetry and format of ad is of average quality
* Ad contains some “Wow factor” but could be improved
* Use of color is sufficient
* Intended audience is somewhat targeted
 | * Layout, symmetry and format of ad is of poor quality
* Ad contains little to no “Wow factor”
* Use of color is poor
* Intended audience is not targeted
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