

Heckman & Reeder's

Ad Campaign Project

You have been hired by a major advertising corporation to oversee the design and development of an advertising campaign to promote a product to the two major target audiences in ancient Rome: the Plebeians and the Patricians. Knowledge from your study of ancient Rome in Ms. Heckman's class and from reading Shakespeare's The Tragedy of Julius Caesar in Ms. Reeder's class will help guide you through this project. You have learned a lot about persuasion, including Greek persuasion techniques (ethos, pathos, & logos) and advertisement techniques (bandwagon, patriotism, avant garde, etc.), so your job will be to effectively persuade a panel of judges that your product is the best and can be marketed to both audiences in the ancient Roman world.

It is up to you to make your campaign as persuasive as possible, but each member of your advertising team will have a specific area that he or she will specialize in. You must decide who will be able to handle each job based upon the descriptions below. All members should be assigned a job and all members should contribute to all aspects of this assignment.

Requirements:

1. You must choose a historically accurate PRODUCT that can be marketed to both the Plebeians and the Patricians in ancient Rome.
2. You must come up with a product NAME.
3. You must come up with a product PACKAGE/LOGO/REPLICA. (50 points)
 - Must be something physical that you can show during your presentation
 - Could be a drawing of your product, a 3-D replica, etc.
4. You must use all three GREEK PERSUASION techniques (ethos, pathos, & logos) in your campaign.
5. You must use a minimum of three ADVERTISING STRATEGIES, one of which **MUST** be Patriotism.

FOR EACH SEPARATE AUDIENCE, YOU MUST COME UP WITH THE FOLLOWING:

1. You must come up with a 2-3 minute LIVE PERFORMANCE AD. (75 points)
 - This is the TV commercial of ancient Rome, only it is performed LIVE in front of an audience
 - Consider venue: Would it be performed at the Coliseum or an outdoor theater festival?
2. You must come up with a full page FLYER/NOTICE for the Notice Board. (75 points)
 - This is the magazine advertisement of ancient Rome, only it is posted in the acropolis
 - Although it is a small ad, you must present this on poster board!!
3. You must come up with a 25-30 second JINGLE persuading the public to buy your product. (20 points)
 - Should be catchy and might be musical (think McDonald's "I'm lovin' it")
 - Might be the same or different for your two audiences!
4. You must complete the ADVERTISING STRATEGY PLAN and have it approved by both Ms. Heckman & Ms. Reeder before working on your campaign project further. (30 points)
5. You must complete a SALES PITCH where you present your campaign to the panel and your competition. (50 points)
 - Present all aspects of the project (intro product, discuss packaging choices, perform live ad, show flyer, perform jingle)
 - Should explain and justify how each item is persuasive (tell panel how you have incorporated all 3 Greek Persuasion techniques into the ad, as well as 3 advertising strategies)
 - Explain how each campaign is geared towards the two different classes of ancient Rome and why they are different.

Write your group members here:

_____ Commercial Director

_____ Jingle Director

_____ Print Director

_____ Graphic Designer

_____ Sales Pitch Director

Your sales pitch will be due on: _____! All students **MUST** be here on the given presentation day during PERIOD 9 of Ms. Heckman's block!

Commercial Director

You are in charge of directing the commercial. You need to have a creative eye for performance and what things will persuade your audience to buy your product from watching it at your live performance. You've got to inform the public about this product by studying what things **work** (think about today's commercials: do they make it look like everyone does it [bandwagon], do they show how well something works [testimonials], do they use humor, etc.) Your tasks include:

- You do not come up with the commercial on your own. Your group members help you to think of the ideas, what you will say, do, etc. But you need to fine tune the commercial.
- You need to type up the script for each of your group members. (get their help in writing it, but you are the one who puts it down on paper).
- Get them to practice the commercial. Rehearse the skit to make sure it is effective. Make sure everyone is prepared for your sales pitch. Call your group members the night before to make sure everyone remembers their materials.
- Make sure you have costumes, props, music, whatever you need to make your commercial a success.
- Consult the Campaign Manager for help.

Jingle Director

As the Jingle Director, it will be your job to make sure that the jingle is effectively persuasive. Your tasks include:

- You must work with your group members to come up with a persuasive catch phrase that will convince the judges that your product is the best.
- You will need to use their ideas to write out a mini-script for your jingle.
- You will read the jingle in front of the class on the day of the presentation (or assign parts)
- You are in charge of finding any sound effects (music, etc.) that your group might need in order to best persuade your audience
- Coordinate with the Commercial Director, Graphic Designer, and Print Director so that your LOGO, basic appeals, and ideas coordinate.

Print Director

As the Print Director, you are in charge of the Flyer/Notice portion of the campaign. You've got to make sure that the print advertisement is appealing visually as well as catchy and persuasive. You need to be creative and artistic skills are a plus. Your tasks include:

- You are in charge of the Flyer/Notice ad. This does not mean that you do it all on your own. Have your group members help you with the ideas behind the ad (what actually goes on the page). You are in charge of physically drawing the ad though: typing any lettering, printing things, putting the ad together on the poster board, etc.
- You should collaborate closely with the Jingle Director for slogan ideas.
- You should collaborate closely with the Graphic Designer on the general appearance of your product and help with the LOGO. This should also be incorporated into your print advertisement.
- Consult the Campaign Manager for help.

Graphic Designer

As the Graphic Designer, you are in charge of the appearance of everything. You've got to make sure that not only the logo but the entire ad campaign is appealing (think the five senses). You need to be creative and artistic skills are a plus. Your tasks include:

- Creating the image of the package (your group needs to agree on this and come up with it together) but you actually physically create the package (can be a drawing, a 3-D mockup, etc....use your creativity!)
- Make sure everything in the campaign is neat and pleasing to the eye.
- Collaborate with the Graphic Designer to help design flyer/notice ad.
- Consult the Campaign manager for help.

Sales Pitch Director

As the Sales Pitch Director, you are in charge of the presentation to “sell” your product to the panel of judges. You are the organizing and persuasive force behind the project because you are the one doing most of the talking during the sales pitch. Your tasks include:

- Before your group can begin working on the campaign, you must be the leader in helping brainstorm and discuss possibilities for product design, name, etc.
- You will be the scribe as your group goes through the Advertising Strategy Plan. Make sure it is thorough, complete, and neatly written.
- Organizing the sales pitch. You set up the order that each element of the presentation will be given so that the pitch runs smoothly and effectively. Make this clear to your teammates and PRACTICE the sales pitch prior to the presentation day.
- Explaining the use of Greek persuasion throughout the campaign (making sure all 3 elements are used) as well as explaining the minimum of 3 advertising techniques used.
- Providing the explanation about the differentiation of the product marketing techniques based upon the two different target audiences (Plebeians versus Patricians).