**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Hour: \_\_\_\_\_**

**English 110**

**Ad Creation 20 pts**

In order to fully appreciate how much thought and creativity goes into developing advertisements, it is helpful to try to design your own. Work together with a partner and complete one of the following:

1. **Real Men Don’t Do Dishes!!**

How many men do you know who actually wash dishes? Many of them would rather utilize disposable paper plates instead of having to complete the task of putting soap and sponge to pots and pans. In this exercise, you should try to create a print advertisement for either dish liquid or dishwashing detergent that appeals to a male audience. After you have created a rough sketch of your advertisement, type your responses to the following questions:

a) What is your product’s name and slogan? (Example: Nike = Brand, Just Do It = Slogan)

b) Where will your ad appear? (Example: in *Men’s Health*).

c) Who will the ad appeal to and what do they value?

d) How does the product’s name and slogan appeal to the target audience that you hope to reach?

e) Describe the advertisement in detail: What types of models will you use? What will they wear? What will they say? What text will appear in your ad? How will the text appeal to your target audience?

1. **Women and Sports?**

You are an advertising executive for Nike. In order to increase sales of its women’s shoes and apparel, Nike has decided to create a new ad campaign to follow up its very successful “If You Let Me Play” campaign. In this exercise, you should try to create a print advertisement for Nike that appeals to the largest female audience possible (a wide age range, and a wide range of ethnicities).

After you have created a rough sketch of your advertisement, type your responses to the following questions:

a) What is your product’s name and slogan? (Example: Nike = Brand, Just

Do It = Slogan)

b) Where will your commercial appear?

c) Who will the ad appeal to and what do they value?

d) What text/ dialogue will be included?

e) Describe the advertisement in detail: What types of models will you use? What will they wear? What will they say? What text will appear in your ad?

Work Days: Thursday, Friday after quiz

Due Monday, February 27 at start of class.