

# ADVERTISING

## UNIT OVERVIEW

This unit is divided into two parts.

### **PART I - JUST THE FACTS (30%)**

The first segment "**Just the Facts**" is a knowledge-based presentation of information using notes suitable for an overhead projector. (30 marks)

### **PART II - GROUP PROJECTS (60%)**

The second, student driven section entitled "**Group Projects**", allows students to choose from a variety of assignments dealing with advertising using a contract format. (70 marks)  
These assignments range from surveys and interviews to inventing and marketing a brand-new product. Cooperative group-work is encouraged in this section.

**PRODUCT SURVEY**

NAME: \_\_\_\_\_

TOPIC OF THE SURVEY: \_\_\_\_\_

**STEP 1 - TALLY TIME**

Use the tally method to keep track of your results.

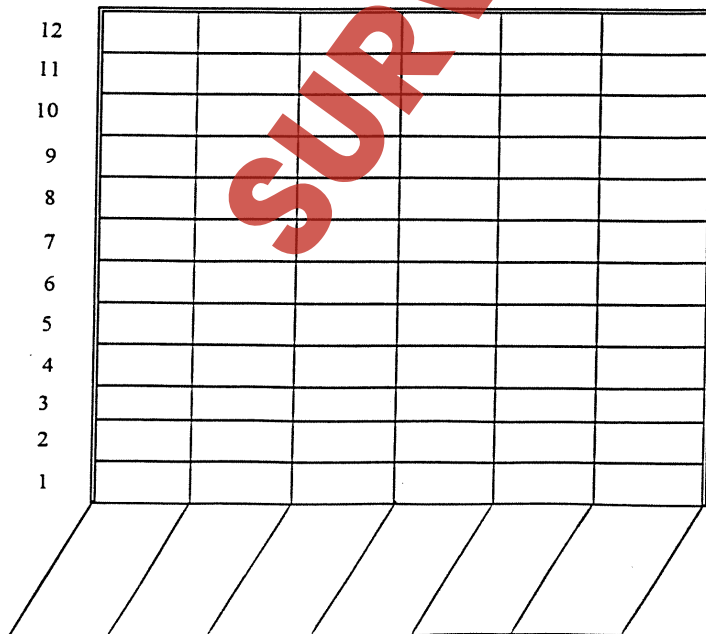
**CHOICES**

**TALLY**

1.	
2.	
3.	
4.	
5.	
6.	

**STEP 2 - GRAPHING**

Show your results on a bar graph. (Colour each bar a different colour)



**ADVERTISEMENT SCAVENGER HUNT**

NAME: \_\_\_\_\_

Try to find as many of the clues as possible. Cut out the ad (or a part of the ad) and glue it under the correct heading. Be sure to include the number of the clue.

**REPETITION**

1. An ad showing the product's **brand name** exactly three times. 10 points
2. An ad showing the actual **product** exactly three times. 10 points
3. An ad with the word "**Save**" two or more times. 10 points
4. An ad with the word "**Free**" in it. 10 points
5. An ad that shows the product's **brand name** more than three times. 20 points
6. A product that is advertised **twice** in the same magazine. 20 points
7. An ad that shows the product's brand name **more than seven times**. 30 points

**IDENTIFYING**

1. An ad containing **young kids**. 10 points
2. An ad showing a **man with a cigarette**. 10 points
3. An ad showing a **woman with a cigarette**. 10 points
4. An ad showing a **family**. 10 points
5. An ad for a diet **product**. 10 points
6. An ad showing a person putting on **makeup**. 10 points
7. An ad showing a **famous person** (not sports) 20 points
8. An ad showing a **famous sports person**. 20 points
9. An ad containing **pets**. 20 points
10. An ad containing **retired people**. 20 points

**PICTURES WITH PIZZAZZ**

1. An ad with a picture of a **car** in it. 10 points
2. An ad containing a closeup an **alcoholic drink**. 10 points
3. An ad with a picture of **junk food**. 10 points
4. An ad that uses **cartoon drawings**. 20 points
5. An ad with **horses** in it. 20 points
6. Any ad that contains a **toll-free number**. 20 points
7. An ad that uses very **bright colours**. 20 points
8. A small ad that is **less than 5 cm by 6 cm**. 20 points
9. An ad with a background that is **entirely black**. 20 points
10. An ad that **shocks** a person. (gets peoples attention) 30 points

**STEREOTYPES - QUIZ**

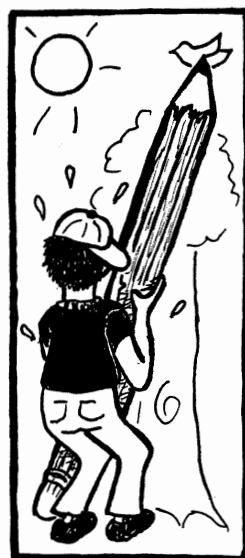
NAME: \_\_\_\_\_

Stereotyping is defined in the dictionary as "Expecting individuals to behave in a certain manner or appear a certain way based on preconceived notions." (i.e. All people who wear glasses are smart.)

**QUIZ**

For the following list of stereotypes circle "A" if you agree or "D" if you disagree.

1. All girls have neater writing than boys. (A or D)
2. All boys are better at science than girls. (A or D)
3. All hockey players who wear face visors are wimps. (A or D)
4. All people with glasses are smart. (A or D)
5. All people who do well in sports are not good in school. (A or D)
6. All tall people are good basketball players. (A or D)
7. All rich people are snobs. (A or D)
8. Every youngest child in the family is spoiled. (A or D)
9. All people who wear black leather jackets do drugs. (A or D)
10. All people between the ages of 11 and 14 are immature and irresponsible. (A or D)



Scoring: Give yourself 1 point for each "A" you circled and 0 points for each "D" you circled.

A=1  
D=0

**TOTAL SCORE** \_\_\_\_\_

Your teacher will explain the scoring system.

**REVIEW QUESTIONS**

NAME: \_\_\_\_\_

All questions must be answered in full sentences (A.I.F.S.) unless it says to list the answer.

1. Why do companies advertise? (List two reasons)
  - 1) \_\_\_\_\_
  - 2) \_\_\_\_\_
2. Explain what a tax deduction is.
 

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_
3. Why is it free to watch a show on T.V.?
 

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_
4. Why is it expensive to advertise on shows like the Olympics or the Stanley Cup Playoffs?
 

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_
5. Why is prime time for T.V. from 7:00 to 9:00 at night while prime time for radio from 7:00 to 9:00 in the morning?
 

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## ADVERTISING CROSSWORD

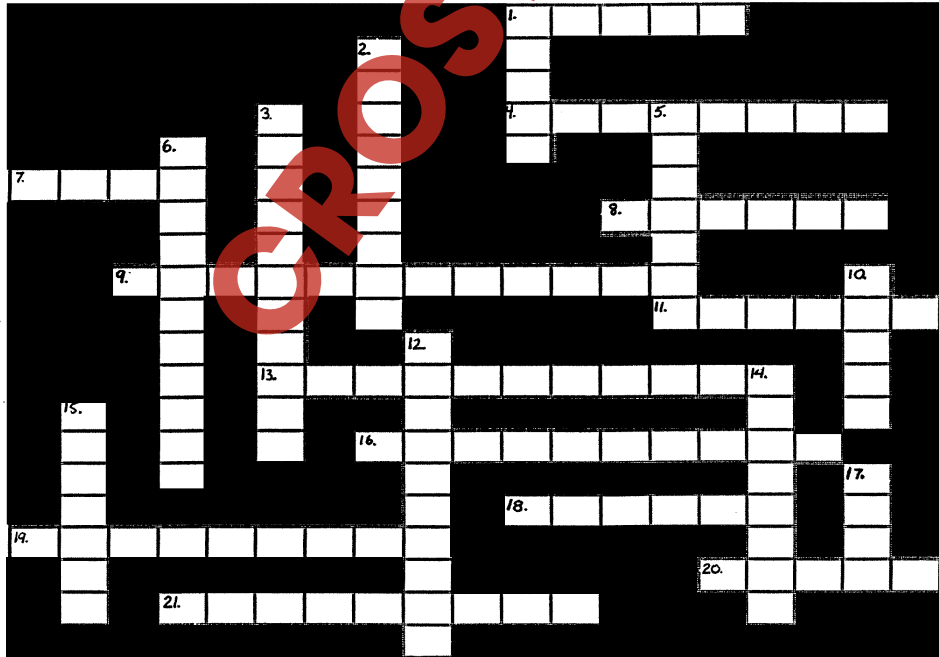
NAME: \_\_\_\_\_

### Across

1. Advertising costs more during this time.
4. Eat the red ones last.
7. Quality is job one.
8. A little tune that helps to sell a product.
9. Saying all people who wear glasses are smart is an example of this.
11. A catchy phrase used in advertising.
13. The topic of this unit.
16. An advertising technique. An advertising technique. An advertising technique.
18. Companies would use one of these to find out if people liked their product.
19. One of the few places remaining where cigarettes can be advertised.
20. Increased advertising means increased \_\_\_\_\_.
21. A type of advertising often found along highways.

### Down

1. The choice of a new generation.
2. Companies that advertise receive a tax \_\_\_\_\_.
3. These are usually thirty seconds long on TV.
5. A measure of how much a show is watched.
6. An advertising technique.
10. Prime time is in the morning.
12. Canadians watch about four hours a day.
14. More than just tires.
15. Pictures with \_\_\_\_\_.
17. Just do it.



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## WHO DRINKS PEPSI - WHO DRINKS COKE???

NAME: \_\_\_\_\_

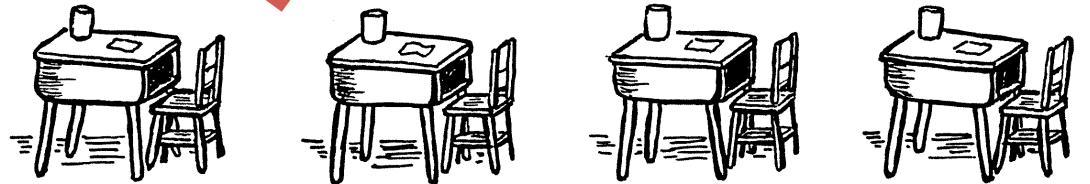
In the lunch room there are four students eating at their desks. The students are Nancy, Wayne, Tonya, and Michael. Each student drinks something different with their lunch - milk, Pepsi, Coke and 7-Up. Your job is to read the clues **carefully** and use the chart to figure out which student drinks milk, which student drinks Pepsi, which student drinks Coke and which student drinks 7-Up. To use the chart, put an "X" in a space that is not true and a checkmark in a space that is true.

### CLUES

1. Neither boy drinks 7-Up.
2. Neither girl drinks Pepsi.
3. Nancy prefers a drink with bubbles.
4. The person at the back of the row likes Coke.
5. Nancy sits behind the person who likes 7-Up.
6. Because he talks too much, the teacher made Mike sit at the front of the row.
7. The person that sits behind Mike drinks Pepsi.

	Milk	Coke	Pepsi	7-Up
Michael				
Wayne				
Nancy				
Tonya				

**Bonus** Write each person's name below their desk and put the first letter of each student's drink above their glass.



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## WHY ADVERTISE???

Companies advertise for one main reason. More advertising translates into increased sales.

Increased Advertising ==> Increased Sales

This idea has been proven again and again by marketing studies with a good example being milk advertisements. In 1984 milk had no advertising at all. Today, after almost a decade of advertising, milk sales are up 16%.



A second reason that companies advertise is due to government tax laws. Every dollar that a company spends on advertising can be used to lower their taxes - a tax deduction. Companies save millions of dollars of income tax by using advertising tax deductions.

Increased Advertising ==> Increased Tax Deductions

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## GROUP PROJECT OUTLINE

Choose assignments that add up to 70 marks and fill out the contract at the end of the outline. **Before** beginning the assignments discuss your ideas with your teacher. As well, your group can "negotiate" any other assignments that are not in the outline. Be sure to consult with your teacher before starting.

### 1. Questionnaire

15 Marks

Prepare and hand out a questionnaire or survey to at least 25 people. The questions could include:

- product recognition questions (Use products not covered in class)
- questions that ask opinions about advertising issues. (Should advertising be a legal tax deduction?)
- favourite TV shows, etc.

Include a 100 word report on the survey stating any trends or interesting things learned in the survey.

### 2. Just Say No

10 Marks

Should tobacco ads be allowed on TV?

Members of the group must present opposing views on this question. One member can argue for legalizing tobacco ads and the other can argue to keep tobacco ads off of television.

### 3. Sheer Numbers

15 Marks

Determine the amount of time spent on advertising in one hour of Prime Time Television. Calculate the time spent watching commercials by an average Canadian who watches 4 hours of television per day. Calculate for one day, one week, one year and for 75 years. Also include a pie graph that shows what percentage of viewing time is devoted to advertisements.

### 4. Advertising Rates

15 Marks

Write a letter to one TV station, one radio station and one newspaper to obtain information about their advertising rates and the cost of advertising with their station or newspaper. Include a brief summary of the information.

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**ADVERTISING WORDSEARCH**

NAME: \_\_\_\_\_

**Find These Words:**

ADVERTISING  
SLOGAN  
COMMERCIAL  
PRODUCT  
RATINGS  
REPETITION  
MOVIES

TELEVISION  
TAX DEDUCTION  
PRIME TIME  
IDENTIFYING  
NEWSPAPERS  
MAGAZINES  
PICTURES

RADIO  
SURVEY  
STEREOTYPING  
MARKETING  
JINGLE  
SALES

S K F H Z P S U R V E Y J R H D P R Z A F  
Q P K M T R R R A D I O F X P M B I M A R  
D F A A D V E R T I S I N G E F R D W N N  
U Y U R K F P C I D B N N W I U X K M X T  
N M H K T W E K N E G H O X L G M W G R N  
A S F E G Y T P G N R T O Z D B Y M U J X  
I N O T E J I U S T E R E O T Y P I N G E  
S E E I S I T S S I A F R L S J M M R L A  
H L K N G C I U L F T X P M E J O C G F W  
K L O G G G O F D Y V M D N Y V V N H F I  
W D H G M U N Y J I S A L E S I I Z I B S  
P R A M A G A Z I N E S M W D J E S E N L  
H R D U J N T Y W G T I I S A U S M I V B  
J M Z Y R A B J V D T H O P K G C X P O M  
D R J T X C O M M E R C I A L Z D T B D N  
H Y O S Z W M B M F U E F P O I O I I K J  
Y N M W V R J I Z X G B C E I G R A I O T  
O Y E P Y P R O D U C T S R H O F Z V A N  
L H U E P P I C T U R E S S H O X T H Q R

**ON #6 - REVIEW LESSON - Questions, Crossword and Wordsearch**

**Learning Objectives**

Students will review material on advertising.

**Learning Activities**

Students complete review questions, a crossword puzzle and wordsearch.

**Suggested Teaching Strategies**

Insist that students Answer the review questions In Full Sentences (A.I.F.S.) so the answer will make sense by itself without the question being there.

Allow students to do the crossword and wordsearch after the questions are done.

**ANSWER KEY**

**Answer Key**

**Down:**

1. PEPSI
2. DEDUCTION
3. COMMERCIALS
5. RATINGS
6. IDENTIFYING
10. RADIO
12. TELEVISION
14. GOODYEAR
15. PIZZAZZ
17. NIKE

..... S U R V E Y .....  
..... M . . . R R A D I O . . . . .  
..... A D V E R T I S I N G . . . . .  
..... R . . . P . I D . . . . .  
..... K . . . E . . N E . . . . .  
..... E . . . T . . G N . . T . . . . .  
..... T . . . I . . S T E R E O T Y P I N G E  
S . . . I . . T . . I A . . L . . M . . L . .  
..... L . . N . . I . . F . . X . . E . . O . . G . .  
..... O G . . O . . Y . . D N . . V V N . . .  
..... G . . N . . I S A L E S . I . . . . .  
..... M A G A Z I N E S M W D J E S . . . . .  
..... N . . . . G . . I . . S . . U S . . I . .  
..... . . . . T . . P . . C . . O . .  
..... C O M M E R C I A L . . T . . O . .  
..... M . . . . P . . . . I . . . .  
..... I . . . . E . . . . O . . . .  
..... P R O D U C T S R . . . . .  
..... P I C T U R E S S . . . . .

ME  
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ING  
AN  
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ETITION  
VEY  
AZINES  
ES  
BOARD

..... C O M M U N I T Y . . . . .  
..... I C O M M U N I T Y . . . . .  
..... R D E M T . . . . .  
..... N E M I . . . . .  
S T E R E O T Y P I N G . . . . .  
I F I C I N . . . . .  
F I A D V E R T I S I N G . . . . .  
I L L R E P E T I T I O N . . . . .  
N S R E P E T I T I O N . . . . .  
G . . . . V I S U R V E Y . . . . .  
A Z I N E S . . . . .  
B I L L B O A R D . . . . .  
..... P R I M E . . . . .  
..... D E P . . . . .  
..... S M A R T I E S . . . . .  
..... I . . . . .  
..... J I N G L E . . . . .  
..... R . . . . .  
..... S L O G A N . . . . .  
..... I O . . . . .  
..... O . . . . .  
..... I . . . . .  
..... E K . . . . .  
..... S A L E S . . . . .  
..... R . . . . .

**ANSWER KEY**