PROJECT 3

Project Title   Advertising Campaign

PROJECT DESCRIPTION   Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, or websites.

For this project, you will come up with an adventure to advertise. Your adventure campaign will include: a name for your adventure, design and write an magazine advertisement explaining the adventure, create an Instagram post, and create a web landing page directly related to your adventure.

PROJECT GOALS   To begin the thinking for this assignment, you are to visit the following websites and watch the movie trailer:

Visit the https://www.nps.gov/aboutus/news/index.htm
This website is for public domain images and select **TWO** destinations you can create/develop a travel adventure for. You will need to come up with a name for the destination adventure/experience. *(Keep track of the images you download so you can include a photo credit in your project.)*

Create a purpose for your adventure. *(Examples: River trip, star gazing, bird watching, photography adventure, yoga, etc.)* The NPS also has a museum site that may inspire you:

http://museum.nps.gov/

https://www.nationalparks.org/connect/blog/park-activities-you-can-do-comfort-your-home

https://vimeo.com/ondemand/nationalparksadventure

After your research is complete you will need to:

- Create a mind map *(diagramming of words visually or intuitively)* or a word list for each adventure.

- Spend time "freewriting" about each adventure
(Make sure you loop back in your freewriting process and circle the most interesting and provocative thoughts.)

- Determine if there is an emerging pattern, or if you need to delve into the problem deeper to avoid an obvious solution.

- Recommend four names for each adventure. **(TOTAL OF 8 NAMES.)**
Before recommending a name, Google it and see if it already exists, and what it is used for. Does it have other associated meanings?

- Write a two-sentence rationale as to why each name would be good for your adventure. **(TOTAL OF 8 RATIONALES.)**

Based on your chosen name and what the experience is, come up with:

1. ADS: Come up with **TWO** concepts *(headline and visual ideas)* and thumbnail sketches. These should be rough.

2. Pick the best concept(s) after the class critique. *(You can use Photoshop to enhance your image but create your layout and all typography in InDesign.)*

3. Write a draft of the advertising copy for the selected concept. *(What are the benefits of your adventure? What will happen on the adventure? Can you make an appeal or tell a story, so your audience relates to it?)*

4. Size: 8 x 10 1/2 inches on an 8 1/2 x 11-inch sheet or 16 1/2 x 10 1/2 on an 11 x 17-inch sheet for a spread.

5. The text hierarchy should include:
   • headline
   • subhead
   • body text
   • CTA, call to action *(what do you want them to do?)*
   • tagline
   • mandatory text *(contact information, website, and logo)*

6. Design an advert for Instagram using the template. Use all the elements from your print advertisement for consistency. (*Images, typefaces, wording, etc.)* Please note that writing an Instagram Post goes below the image and can include a #hashtag.

7. Design a landing page for your product. The size should be 9 inches wide by 16 inches tall. Again, use elements from your print advertisement for consistency.

Some things to keep in mind when writing and designing your campaign:

• Great design affects how your audience feels about your company and adventure. Best practices dictate that the layout is consistent with existing company branding and other cross channels in advertising

• Great copy is absolutely necessary for a successful landing page

• Know your audience and offer! It helps you to create highly-targeted copy

• List the benefits and the answer for the desire to sign up for an adventure

• Your CTA *(call to action)* sentence and/or button are incredibly important. No "click here." This is what you want the audience to do before there is a payment, download more information, or even just asking for an email.

The finals need be saved in PDF format and uploaded to the assignment link on the class' Canvas. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname – Class – ProjectNumber - Part > *FLastname-ART209-Project3-Magazine.pdf*