

ADVERTISING

Year 10 Media



Name: _____

THE ADVERTISING PITCH

The assessment task for this Area of Study; is The Advertising Pitch. For this task you can work by yourself or in a pair. NO GROUPS OF 3 or more. Only pairs. You are to select a Product or Service and put together an advertising campaign that promotes the Product/Service and the brand.

It works best if you follow the instructions below:

1. Think of a name / logo for your Advertising Organisation (this is NOT your product or service)
2. Come up with the product or service you want to promote. Do something that you love and can have easy access too.
3. Consider your Branding / Brand Appeal. Be consistent.
4. Methods of Appeal (include images & examples of your method)
5. Target Audience (Demographics / Psychographics/ Geographics)
6. Code & Conventions of Advertising
7. Two Advertising Mediums (IE: TV, Social Media, Billboard, Print Ad)
8. Product Placement (think about 2 places to hit your target audience)
9. Price, Location & Month (think about where and when IE: City – Christmas)
10. Social Media Profile
11. Advertising Rate Cards (try to source one)
12. Marketing & Evaluation (You need a min of 3 marketing ideas)
13. Budget (this should be a chart with figures – let us know how much)

A good place to start is to put together a Power Point presentation and have a slide for each of your major points. You can follow the above format or create a new format that flows best for your company.

Slide one:

Company Name & Logo – Consider Branding

In this slide you must come up with a Company Name. This is the name of your Advertising Agency. THIS IS NOT YOUR PRODUCT.

Consider branding. For example have all your slides colour coded etc. Be confident with your vibe. This will set the tone of your Agency.

Slide two:

Product or Service

In this slide you are reveal the product of service that you plan to run your campaign on. Make sure you include an image of your product or service.

Slide three:

Methods of Appeal

You must have images as well as text for this slide. Here you are to demonstrate what THREE methods of appeal you will be using in your campaign. For example: Colour / Fun / Fantasy.

You must include a visual representation of the Method of appeal. Google search others campaigns (they do not have to be your product / service) that have employed the same Method of Appeal.

For example: Method of Appeal – HUMOUR



I will be using the Humour method of appeal like the print campaign above to engage my audience. My product is FizzWizz and I would like to simulate the above method to ensure my target audience have fun with my campaign and perhaps forward the campaign on social media. Gaining clickbait traffic.

Methods of persuasion

In advertising products and services are not the only aspect being promoted, usually various **methods of persuasion** are commonly used in advertisements across a range of media form (TV/magazines/billboard). As an example the TAC pictures of you campaign uses the method of persuasion known as 'emotion'. The producers of the campaign hope to prey on our sense of emotion to slow down when driving because the ad shows us what can happen if we speed. There are other examples of effective methods of persuasion.

These are:

1. Humour
2. Guilt
3. Authority/endorsements
4. Fantasy/fun/excitement
5. Sensuality/ sex appeal
6. Sophistication
7. Economy
8. Fun
9. Colour
10. Cheeky
11. Confusion
12. Bullying
13. Incentive
14. White Space

Slide four:

Target Audience

AUDIENCE BREAKDOWN

Demographic: Gender, Age, Income, Family.

Geographic: Where you live, How you live, Where you holiday, Where you hang out, Where you buy things – online/in-store.

Psychographic: Your likes, Dislikes, Hobbies, Your thoughts on things, Social media use, Who you hang out with, Buying trends, Do you follow others, Are you a leader, Introverted, Extroverted, How important social media is to you, Behaviours, Positive or negative mindset, Out Spoken, Political, Activist etc.

Make sure you break your audience down with specific detail. The more you know your audience the better your campaign becomes. Use the above headings to guide your breakdown. Use images to support what you are saying.

Slide five:

Code & Conventions of ADVERTISING

Codes and conventions are important in advertising for the **creation of meaning**. For an advertisement to be successful it is important that the target audience responds to it in the way that the producer intended. A successful advertisement will contain codes and conventions that the audience is familiar with. For the target audience to connect with an advertisement they need to feel that they can trust, interact and bond with it and this is assisted by the conventions and codes within it.

Symbolic Codes

Mise En Scene, props, settings, costumes and colours. These codes help symbolize the meaning of something, for example if you see a very well dressed man in an elite sports car in an exotic location the audience would automatically think that he is successful and link the product with success.

Written Codes

Headlines, captions, speech bubbles, language style

Technical Codes

Camera techniques, framing, depth of field, lighting, exposure, sound and editing.

These codes include camera angles, shots, lighting, editing and sound. Camera, position, angles and shots can be used to show different perspectives. The lighting can be used to create an atmosphere and/or mood. Sound can be used for dialogue, as a voice over to speak about the product or music also to create a mood.

Select which Code & Conventions you will focus on to engage your audience. You do not have to use all of them. Every creative artist only focuses on a few and does these well.

Slide six:

Advertising Mediums. List which Advertising mediums you plan to create. For example: A social media campaign or A television commercial or a Radio commercial etc.

For this slide you are revealing which TWO mediums you will be completing for your campaign and outline why.

For example: I plan to create a Billboard and a Youtube 30 second Advertisement. I plan to use these two Advertising mediums because.....

Slide seven:

Media Buying

List where you plan to advertise. For example, what show you plan to tread your TV Advertisement through. Or which Influencer you plan to product place your product or service in. Which radio segment or location of Billboard etc. Or detail which magazine and how big the layout will be and where it will be. Most importantly Why?

I plan to Advertise and distribute them at this time and using this Influencer.....

Product Placement:

Detail when and where you plan to launch your campaign. What month and location. For example; in The City just before Christmas. And why? Or you might planning to promote your product on an actual Film or TV Series.

Slide eight:

Advertising Rate Card

Here you will provide an image of what your advertising rate will look like according to what Media you are buying.

A **rate card** is a document provided by a newspaper or other print publication featuring the organisation's **rate for advertising**. It may also detail any deadlines, demographics, policies, additional fees and artwork requirements. Before the Media Buyer presents to the client the final destination of the advertising campaign they contact the ad placement organisation (EG: Channel 10, Dolly Magazine, Age Newspaper) to obtain their Advertising Rate Card.

Examples of Advertising Rate Cards

COSMOPOLITAN

Cosmopolitan Magazine 2011 Rate Card

Effective from November 2010

Advertising Rate (PKS)	Basic Rate	6 Times	12 Times	18 Times
4 Colour				
Back Cover	140,000	127,000	133,000	133,000
Inside Front Cover Spread	185,000	175,000	166,500	167,000
Inside Back Cover	95,000	90,000	85,500	86,000
Full Page	32,000	49,000	46,000	44,000
2 Colour				
Full Page	14,800	42,600	40,300	38,100
B/W				
Full Page	33,000	31,800	29,700	28,100

Rate for Nonclassifiers

- Card / Booklet Insert**
Single 4 colour page rate times the number of pages (each side counts as one page).
Minimum number of pages: 2 (both sides). Cards or booklets, regardless of size that must be smaller than the magazine, are charged at the same rate.
- Inside Gatefold**
Single page rate times the number of pages, plus 15% handling. Minimum number of pages: 4

Advertising Dates and Deadlines

Frequency : Monthly, 12 issues per year
Publishing Date : 1st day of the month
Booking Deadline : 28 days before publishing date
Materials Deadline (PDF Files): 2 weeks before publishing date

Materials Requirements

File Format : PDF (if preferred eps / tiff / ai files also accepted)
Operating system : Macintosh
Colour Output : CMYK
Photo Image : 300dpi
- All digital files must be submitted with colour proofs (800dpi)
- All files must be computerized links to jpg and font files

Mechanical Data

Method of Printing : Wet Printing
Size : 175 x 276 mm

Advertisement Sizes - Full Page

Top Size :
Regular Size : 277mm x 172mm (W)
Pocket Size : 222mm x 170mm (W)
Block Size :
Allow 5mm on each side for finishing

Commission and Charge

Agency Commission : 15%
Fixed Position Surcharge: 10%

Remarks
Design and layout for regular size and Pocket Size should be equivalent. Advertisers are required to submit materials for regular size only. Submitted materials will be automatically reduced in proportion to 276mm for the Pocket Size Copies.
Advertisers who wish to submit Pocket Size materials separately should notify Cosmo's advertising department and seek written approval in advance (as in cases of slight differentiation in font or logo sizes).

Radio Advertising Rate Card

Day	Daypart	:60 Sec	:30 Sec	:10 Sec
M-F	5am-10am	1,500	1,100	500
M-F	10am-3pm	650	500	300
M-F	3pm-8pm	1,000	750	400
M-F	8pm-1am	200	150	100
Sat-Sun	5am-10am	400	300	150
Sat-Sun	10am-3pm	400	300	150
Sat-Sun	3pm-8pm	400	300	150
Sat-Sun	8pm-1am	200	150	50

Newspaper Advertising Rate Card

SunraysiaDaily

Monday - Friday 8am-5pm, Sat 8am-12pm

Display Advertising Rates

Monday - Friday	Agreed Space	Discount	Rate	GST*	Total
	100cm		9.00	0.90	9.90
	50cm	12%	7.50	0.75	8.25
	100cm	17%	7.45	0.75	8.20
	250cm	24%	6.75	0.68	7.43
	500cm	28%	5.45	0.55	6.00
	1000cm	32%	4.32	0.43	4.75
	2500cm	39%	3.75	0.38	4.13

Saturday	Agreed Space	Discount	Rate	GST*	Total
	100cm		9.00	0.90	9.90
	50cm	12%	7.50	0.75	8.25
	100cm	17%	7.45	0.75	8.20
	250cm	24%	6.75	0.68	7.43
	500cm	28%	5.45	0.55	6.00
	1000cm	32%	4.32	0.43	4.75
	2500cm	39%	3.75	0.38	4.13

Color	Rate	GST*	Total
Spot color	100.00	10.00	110.00
Full color	100.00	40.00	140.00

Hand Inserts	Rate	GST*	Total
Monday to Friday	7.50	0.75	8.25
Saturday	7.50	0.75	8.25

Preferred Position Loading	Rate	GST*	Total
Page 1	100.00	10.00	110.00
Page 2	80.00	8.00	88.00
Page 3	60.00	6.00	66.00
Page 4	40.00	4.00	44.00
Page 5	20.00	2.00	22.00
Page 6	10.00	1.00	11.00
Page 7	5.00	0.50	5.50
Page 8	2.50	0.25	2.75
Page 9	1.25	0.125	1.375
Page 10	0.625	0.0625	0.6875

Subscription Rates	Rate	GST*	Total
1 month	114.00	11.40	125.40
3 months	324.00	32.40	356.40
6 months	624.00	62.40	686.40
12 months	1188.00	118.80	1306.80

Published by Sunraysia Publishing Co Pty Ltd
 22 Crown Ave, Mildura 3500 P O Box 1002, Mildura 3502
 Telephone: (08) 8522 0211 Facsimile: (08) 8522 0212
 Production email: prod@sunrasyadaily.com.au
 Advertising email: ads@sunrasyadaily.com.au

SunraysiaDaily

Monday - Friday 8am-5pm, Sat 8am-12pm

Classified Advertising Rates

Monday - Friday	Rate	GST*	Total
Causal Rate (per column)	9.75	0.98	10.73
Minimum order (cols)	25.00	2.50	27.50
Lineage advertisements (per line)	3.63	0.36	3.99
Class advertisements	18.00	1.80	19.80
Minimum order (\$ line)	45.00	4.50	49.50
Extra line	3.00	0.30	3.30

Personal Advertisements (30% Cash, 70% on AC)	Rate	GST*	Total
Class advertisement	25.00	2.50	27.50
Minimum order (\$ line)	3.63	0.36	3.99
Class Advertisements	5.63	0.56	6.19
Per Column (per line order)	5.63	0.56	6.19

Color charges	Rate	GST*	Total
Full Color	100.00	10.00	110.00
Spot Color	50.00	5.00	55.00

Extra charges (Charge advertising only)	Rate	GST*	Total
Logos, letters, photos	5.00	0.50	5.50
Booking fee (Charge Accounts)	5.00	0.50	5.50

Saturday	Rate	GST*	Total
Causal Rate (per column)	11.10	1.11	12.21
Minimum order (cols)	44.40	4.44	48.84
Lineage advertisements (per line)	4.63	0.46	5.09
Class advertisements	25.00	2.50	27.50
Minimum order (\$ line)	4.63	0.46	5.09

Personal Advertisements (30% Cash, 70% on AC)	Rate	GST*	Total
Class advertisement	30.00	3.00	33.00
Minimum order (\$ line)	4.63	0.46	5.09
Class Advertisements	8.75	0.88	9.63
Per Column (per line order)	8.75	0.88	9.63

Color charges	Rate	GST*	Total
Full Color	100.00	10.00	110.00
Spot Color	50.00	5.00	55.00

Extra charges (Charge advertising only)	Rate	GST*	Total
Logos, letters, photos	5.00	0.50	5.50
Booking fee (Charge Accounts)	5.00	0.50	5.50

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 Telephone: (08) 8522 0211 Facsimile: (08) 8522 0212
 Production email: prod@sunrasyadaily.com.au
 Advertising email: ads@sunrasyadaily.com.au

Youtube Advertising Rate Card

YOUTUBE ADS 2015

VIDEO PRODUCTION RATES

<p>BASIC :31 SECOND AD 30-second in-stream video advertisement Available for all video content Video production by advertiser Video production by advertiser Video production by advertiser Video production by advertiser Video production by advertiser</p>	<h1>\$675</h1>
<p>B-ROLL :31 SECOND AD 30-second in-stream video advertisement Available for all video content Video production by advertiser Video production by advertiser Video production by advertiser Video production by advertiser Video production by advertiser</p>	<h1>\$1000</h1>
<p>THREE :31 SECOND ADS 30-second in-stream video advertisement Available for all video content Video production by advertiser Video production by advertiser Video production by advertiser Video production by advertiser Video production by advertiser</p>	<h1>\$2000</h1>

All YouTube Ad clients receive a discounted rate for Campaign Explorer Videos, Event Video, and Testimonial Video Events.
 Let's Create Your Wake.



WAKE
 DYNAMIC VIDEO
 SALES & MARKETING
 www.wakevideo.com

Slide nine:

Marketing & Evaluation:

Here select TWO types of Marketing Research from the list below and explain why you have selected these:

Researchers often use more than one research design. They may start with secondary research to get background information, then conduct a focus group (qualitative research design) to explore the issues. Finally they might do a full nation-wide survey (quantitative research design) in order to devise specific recommendations for the client.

Quantitative marketing research - generally used to draw conclusions - tests a specific hypothesis - involves a large number of respondents - examples include surveys and questionnaires.

Quantitative research deals with the quantities of things and involves the measurement of quantity or amount. For example when applied to advertising audience research is used to measure the actual numbers of audience members and measure market situations.

Qualitative marketing research - small number of respondents - examples include focus groups and in-depth interviews.

Qualitative research studies things in their natural settings, attempting to make sense of the meanings of people's viewpoints and beliefs.

Qualitative research is meant to penetrate deeper into the subject.

Types of marketing research

Marketing research techniques come in many forms, including:

Ad Tracking – tracking a brand's performance using measures such as brand awareness, brand preference, and product usage.

Advertising Research – used to predict effectiveness of advertisements measured by the ad's ability to get attention to build the brand's image, and motivate the consumer to purchase the product or service.

Brand equity research - how favorably do consumers view the brand?

Brand association research - what do consumers associate with the brand?

Brand attribute research - what are the key traits that describe the brand promise?

Brand name testing - what do consumers feel about the names of the products?

Concept testing - to test the acceptance of a concept by target consumers.

Coolhunting - to make observations and predictions in changes of new or existing cultural trends in areas such as fashion, music, films, television, youth culture and lifestyle.

Buyer decision processes research - to determine what motivates people to buy and what decision-making process they use.

Price elasticity testing - to determine how sensitive customers are to price changes.

Slide ten:

Brand Association:

Brand identity is crucial to your product or service. This makes a huge impact on the way your audience can identify with your product or service. (Budget, Luxury, Quality). Explain which and why.

Slide eleven:

Budget:

Budget – Draw a table and map out your costs. Detail all your expenses and add them up and reveal the cost of the campaign.

There is no limit to expenses. What we want to see is a list of all the things you have considered for your campaign and a rough estimate of their cost.

Have a look at past examples on the website: www.mediaknife.org

Slide twelve:

NOW TO INSERT YOUR ADVERTISEMENTS.....



ADVERTISING – THE PITCH – CHECK LIST

Slide 1: Your advertising company's name (think of your branding and have a consistent colour, font scheme throughout your Pitch)

Slide 2: Your product or service (name and give a visual to your product/service)

Slide 3: Methods of appeal. List at least three methods of appeal that you will be using. (make sure you include some examples here. It doesn't have to be your product or service it can be another ad that uses the same methods of appeal in their campaign)

Slide 4: Audience. Detail and explain your audience. Also give visual. (make sure you break them down using Demographics / Psychographics & Geographics)

Slide 5: Code and Conventions of Advertising and Story-Telling. (Symbolic, Written & Technical). Reveal which ones you will focus on and why.

Slide 6: Advertising Mediums. List which Advertising mediums you plan to create. For example: A social media campaign or A television commercial or a Radio commercial etc.

Slide 7: Media Buying – List where you plan to advertise. For example, what show you plan to tread your TV Advertisement through. Or which Influencer you plan to product place your product or service in. Which radio segment or location of Billboard etc. Or detail which magazine and how big the layout will be and where it will be. Most importantly Why?

Slide 8: Advertising Rate Card – Here you will provide an image of what your advertising rate will look like according to what Media you are buying.

Slide 9: Product Placement: Detail when and where you plan to launch your campaign. What month and location. For example; in The City just before Christmas. And why? Or you might planning to promote your product on an actual Film or TV Series.

Slide 10: Marketing & Evaluation: From the booklet and website you will see a list of Marketing & Evaluation ideas. Select TWO and explain why?

Slide 11: Brand Association: Brand identity is crucial to your product or service. This makes a huge impact on the way your audience can identify with your product or service. (Budget, Luxury, Quality). Explain which and why.

Slide 12: Budget – Draw a table and map out your costs. Detail all your expenses and add them up and reveal the cost of the campaign.

Slide 13: This is where you put your actual ADVERTISEMENT.