

Advertising Portfolio Project

To illustrate your depth of understanding various types of advertisements, you will find examples of advertisements with various strategies. Clip ads from magazines, newspapers or direct mail ads and paste them neatly in some type of portfolio format (examples include 3-ring binders, ribbon, etc). The following grading scale will be used:

I.	Turned in on time	5 points
II.	Presented in a neat manner	10 points
III.	Correct manner was followed	10 points
IV.	25 correct advertisements	50 points
V.	Extra extra advertisements (over 25)	2 points each

A	68-75	B	60-67	C	53-59	D	45-52
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Please follow the following instructions in order to achieve maximum credit:

1. In some type of portfolio, place only one ad on each page.
2. Label each advertisement with the example number and complete descriptive title
3. Include only one example of each type of advertisement (no repeating)
4. Neatness and legibility counts. Use a glue stick to attach your advertisement to paper.
5. Follow the format below. Remember to use ads and **NOT** articles or magazine covers.

**Paste
Advertisement
Here**

1. An ad to introduce a new product

Not an advertisement ↓

Advertisement →



Advertising Portfolio Project Grading Sheet

- I. Turned in on time _____/5
- II. Presented in a neat manner _____/10
- III. Correct format was followed _____/10
- IV. 25 correct advertisements _____/50

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

- V. Each ad over 25 (2 pts each) _____/0

TOTAL POINTS: _____/75

Grading Scale:

Comments:

A 68-75	
B 60-67	
C 53-59	
D 45-52	
F 0-44	

1. An ad to introduce a new product
2. An ad designed to sustain an established product
3. An ad emphasizing source credibility technique (famous and would know product)
4. An ad to promote a convenience good (costs \$5.00 or below)
5. An ad to promote a shopping good (costs between \$50 to \$250)
6. An ad to promote a speciality good (expensive item)
7. An ad to promote an industrial good (sold from one business to another business)
8. An ad in which the package design is the dominant emphasis
9. An ad designed toward pet owners
10. An ad in which the brand name is the dominant emphasis
11. Ad ad in which the trademark TM is the dominant emphasis
12. An ad in which the trade character (mascot/cartoon) is the dominant emphasis
13. An ad in which the product label is the dominant emphasis
14. An ad that uses multiple page fold outs (3 pages or more)
15. An ad designed to increase rate of consumption (recipe, use it more, etc)
16. Ad ad designed to induce trial of the product (free coupon)
17. An ad designed toward children
18. An ad that promotes a change in habit (diet, hair color, etc)
19. A national ad (an ad everyone in the USA would see)
20. A retail store advertisement
21. A cooperative advertisement (two different companies in the ad)
22. An ad illustrating primary (generic) demand (drink Milk; no brand of milk shown)
23. An ad illustrating selective (brand) demand (suggesting a certain brand by name)
24. An ad illustrating pull strategy (has a store coupon on it)
25. An ad reflecting corporate use of advertising (Ex: "Don't drink & drive" by Miller)
26. A direct mail ad ("junk mail" - comes to you at home in your mailbox - bring one in)
27. An ad appealing to a culture or subculture (Hispanic, Blacks, Asian, LGBTQ, etc)
28. An ad designed for and toward adult males
29. An ad designed for and toward adult females
30. An ad designed for and toward a family
31. An ad using opinion leaders (anyone famous)
32. An ad emphasizing a fear technique (insurance ad, etc)
33. An ad that uses any special techniques (3D, pop-outs, music, etc)
34. An ad that uses illustrations to show how the product works
35. An ad that uses copy (text in an ad) to tell how the product works
36. An ad that uses testimonials or quotations from reports or survey
37. An ad that uses a question headline
38. An ad that uses an invitation headline
39. An ad that uses a command headline
40. An ad emphasizing the humor technique



Advertising Portfolio Project Cover Sheet

Name

