

The Super Soybean- Advertising Products

This is your opportunity to select one soybean based product and develop an advertisement and promotional campaign targeting a specific consumer group. You can select either radio or television advertising. Students may work individually or in groups.

Student: _____

Product Selected: _____ Form of advertising: _____

Optional: Other students in group: _____

Steps in advertising:

1. Learn about your product by using websites, *The Super Soybean*, library books or other resources
2. Decide who your market or consumer target group (i.e. students, adults, families, age groups)
3. Select radio or television for an advertising method
4. Write, develop and practice your advertisement
5. Demonstrate your advertisement
6. Discuss the questions in the last section.

Radio Advertisement

- Determine what format you will be using (i.e. cassette tape, other electronic media)
- Write out your script listing the following information on the top
 1. Your name
 2. Name of the commodity
 3. What radio stations (or what type of station) will the ad be used on?
 4. Who is your target audience?
- Prepare the advertisement- it should be one minute in length.

Television Advertisement

- Write out your script listing the following information on the top
 1. Your name
 2. Name of the commodity
 3. What television stations will the ad be used on?
 4. Who is your target audience?
 5. Prepare your props for the advertisement
 6. Tape the ad or present it "live" to the class. It should be one minute in length.

Have each student (or group) present their advertisement to the classroom.

As a class, discuss the following questions:

- How are the different types of advertising different?
- How are messages changed for different target groups?
- What messages or techniques were the same in all the advertising?
- Did you assume that your audience knew about your product?