

SUPER BOWL PROJECT

Project Description

After spending time reviewing and analyzing the impact and effectiveness of this year's Super Bowl advertisements, it is time to apply what we've discussed in class to use!

Project Details

The purpose of this project is for you to create your very own Super Bowl. Here are the details:

- Each group will choose a product or service for which your "company" will be responsible for creating a 30-second Super Bowl advertisement.
- When developing your ad, be as creative as possible while considering the ramifications for your "company" if your ad is met with public criticism.
- Each group's ad must be created in some video format, either digitally using a Mac or PC, or using a video recorder.
- The final version of the ad must be recorded in a format that we can play back in class.

When developing your ad, consider the following criteria and prepared to present to the class:

- Budget- you just spent \$2.6 million for one thirty second time slot...how much will it cost to create your ad?
- Storyboard for a television ad (outline).
- Your ad must be 30 seconds long. Projects submitted that are over the :30 mark will not be allowed!
- Creation of an ad script.
- Development of an advertising message.
- Incorporation of a slogan and/or alternate branding mechanisms.
- Determination of ad goals...what do you hope to accomplish with your ad?
- Definition of how you will evaluate/measure the effectiveness of your ad.