Directions:

With your group, you will fill out the destination sheet below to find out all about your destination and what you need to know in order to make a good advertising campaign for it. If you have 3 in your group, you will choose 3 types of advertising from the list below. If you have 2 in your group, you will choose two and share the responsibilities of the job you do not have.

**Billboard** – A billboard is created on provided poster board. You can used elements printed from the computer, and you can also hand draw or cut out items to put on your billboard. It must contain your destination name, slogan, and a few essential points about the destination. It must also have artwork.

**Flyer** – A flyer is created in Word on a portrait page. There is a step by step video that will show you all the elements for creating a flyer. There will be features in Word you have never used before, so watch the video closely!

**Brochure** – A brochure is created in Publisher. Brochures are created to let possible travelers know all about the area. It can include images of the location, attractions, restaurants, hotels, and maps. To create it in Publisher, open the template saved in the Staycation folder and watch the video in the Staycation folder to learn how to change it for your needs.

**Television Commercial** –All video taping and editing must come from your own resources, though you may borrow a phone tripod from me. Use your phone as a camera and any free aps online to assist you. If, amongst your group, you do not have the know-how to do this, do not choose this option. Your commercial must be at least 30 seconds, and must include your destination name, slogan, and reasons to visit. Persuade those watching to choose your destination! You may also use stop animation if you like. You will need to have Google Docs installed on your phone to upload it. Directions in the Staycation folder.

**Radio Commercial** – If you choose to create a radio commercial, you will want to use Audacity. You can borrow a microphone from Mrs. Rees. OR, you can use the recording device on your phone if you have an app for it. A radio commercial MUST contain a musical jingle that your team has created, as well as a slogan. It must be 15-30 seconds long. There are step by step instructions in the Staycation folder.

**Youtube Video** – If you choose to do a Youtube video you must actually post it to Youtube using an account you create or that someone in your group has. You can do your filming in class or outside of class. Again—do not choose this if you do not have in your group the know-how to do it. You will not be provided with a camera. Your video must include your destination, slogan, and a persuasive argument to visit. Videos must be at least 2 minutes long.

**Slideshow Ad** – This is an ad created in PowerPoint. You may create it using at least 5 slides. Set the timing (in transitions) to automatic so that the slides go through on their own, then save it as a show file so it runs like a movie. Your ad must include your destination, slogan, and reasons to visit. Directions in the Staycation folder.

**Website** – Using the login on your cover page, you can create a website on Weebly for your location. Weebly allows you to drag and drop elements to it’s easy to use. Full video instructions available in the Staycation folder. See <http://traveltroveogden.weebly.com/> for an example of what you will create.

**Which three are you going to do? Please circle.**

**YouTube Video**

**Slideshow**

**Billboard**

**Radio**

**Website**

**Brochure**

**Flyer**

**Commercial**

Skill Inventory

As a group, discuss what skills you already have. This can help you decide which type of ads you would like to do, playing to the strengths of your group. Can anyone in your group do the following things? If they can, sign initials next to the skill.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Has a Youtube Account |  | Is funny |  | Is confident using Audacity |
|  | Can upload videos |  | Likes to be in front of an audience |  | Likes using PowerPoint |
|  | Has a phone/ipod/ipad |  | Has a good speaking voice |  | Likes using Print Shop |
|  | Has made videos on an app before |  | Likes to be in charge |  | Has an outgoing personality |
|  | Likes to write |  | Is organized |  | Good at using scissors and glue |
|  | Is a good artists |  | Is good at using the internet |  | Has an artistic eye |
|  | Good at following directions |  | Is a good singer |  | Is reliable and dependable |

Our Ads

Now that you know your strengths, choose which ad types you will doing. Circle three if there are 4 in your group, and 2 if there are 3 in your group. You MAY do more than the requirement for extra pay.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Flyer** | **Slideshow** | **Billboard** | **Radio** | **Brochure** | **Commercial** | **Youtube Ad** | **Website** |

What is your JOB?

Now that you know your skills, it’s time to decide who is doing what to complete the project. Below is a list of all the things you will have to do. **Each person must initial what they are responsible for in this project**. It does not necessarily have to be even—some jobs are bigger than others. But make sure everyone has plenty to do! Not all of these will be applicable to your group—just pick the ones that apply to the types of ads you are doing.

|  |  |  |  |
| --- | --- | --- | --- |
| **All Groups** | |  | **Type of Ad/Name** |
|  | Fill out destination page | **Ad 1:** |  |
|  | Design logo in PPT |
|  | Keep everyone on task | Creator: |  |
|  | Daily directions | **Ad 2:** |  |
|  | Fill out Career Inventory |
|  | Look up & save images | Creator: |  |
|  | Assist with Logo | **Ad 3:** |  |
|  | Keep track of the packet |
|  | Report roll each day | Creator |  |
|  | Ensure Grading Rubric is filled out for all ads | **Ad 4:**  (optional) |  |
|  | Turn in packet |
|  | Plan & Write presentation | Creator |  |
|  | Main presenter | Overall Helper |  |

Grading Rubric

As you are completing each ad, use the following checklist to ensure you have included all requirements. Ads will only be given a “10” if they meet ALL the requirements for it’s type. **Please refer to the videos in the Staycation folder for instructions on how to do each ad.** Ads are listed here in order of value—the first pays the least and the last pays the most.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Billboard | | | | | |
|  | Title (computer printed or Silhouette cut) | |  | | At least three images |
|  | Logo | |  | | Information |
|  | Slogan | |  | |  |
| Slideshow | | | | | |
|  | At least 5 slides | |  | | Music plays automatically on ALL slides |
|  | Background color or image | |  | | Slides advance automatically |
|  | Transitions between every slide | |  | | Saved as a SHOW file |
|  | Text and information included | |  | | No more than 10 pictures |
| Brochure | | | | | |
|  | Filled out on both sides, six panels | |  | | At least ½ of content is text |
|  | No more than 12 images | |  | | Logo and slogan |
|  | Each panel unique (not one big pic except first page) | |  | | Title |
|  | Uses Publisher | |  | | Contact info (make it up. Use your website if you have one.) |
| Radio Ad | | | | | |
|  | Ad is pre-written and attached |  | | 15-30 seconds long | |
|  | Music in background |  | | Edited in audio editor (audacity or similar) | |
|  | Includes a jingle |  | | Sound effect | |
| Flyer | | | | | |
|  | Border | |  | | Logo |
|  | Attention Grabbing Headline (Wordart) | |  | | Slogan |
|  | At least one image | |  | | Text Box |
|  | Bullets | |  | | Shape |
| Website | | | | | |
|  | Title, images and three subcategories | |  | | Youtube video inserted (yours or another) |
|  | Additional pages—maps, about us, attractions (at least) | |  | | At least five images |
|  | Outside link to another page | |  | | Logo and Slogan |
|  | Title, images and three subcategories | |  | | Contact Information (make it up!) |
| Commercial | | | | | |
|  | Planned in advance—not clearly “on the fly” | |  | | Shared to Rees through Google Drive or in Rees Hand-in (not stuck on your phone!) |
|  | Edited in some way (for a 10) | |  | | 30 seconds to 1 min long |
| Youtube Ad | | | | | |
|  | Edited in some way (for a 10) | |  | | 1 – 3 min long |
|  | Actually uploaded to Youtube | |  | | Turned into shortcut and turned in |

Destination Research

Name of Destination: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How far from Salt Lake: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Nearest Hotels: (find one hotel of each level nearby with good reviews)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Nearby attractions to visit:

|  |  |
| --- | --- |
| **Attraction** | **Notes** |
|  |  |
|  |  |
|  |  |
|  |  |

Target Market: What type of people (within Utah) would be interested in this destination?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Nearby Restaurants

|  |
| --- |
|  |
|  |
|  |
|  |
|  |

List of reasons why visit there:

Other notes:

Career Inventory

During your research, what are some careers you have discovered that would be necessary to make someone’s stay at a Utah destination complete? Keep a running list throughout the project whenever you find another career in this industry.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

Presentation Plan

The Presentation is worth 15% of your overall group grade. Your presentation, including your ad, should last no longer than 5 minutes total. Here are some steps to help you plan.

Presentation Planner: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Main Spokesperson: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Steps | Your Plan |
| 1. Introduction/attention getter:    1. Ask a question    2. Take a poll    3. Sing a song    4. Show a video or play a song    5. Give a statistic    6. Tell a story    7. Ask the audience to imagine a scenario    8. Give a famous quote |  |
| 1. Greet the audience    1. Introduce yourself and your team and greet the class |  |
| 1. Give title and introduce subject    1. Explain what your location is and interesting facts about it. DO NOT just read your destination sheet! |  |
| 1. Show your ad    1. Showing ads is more effective than print ads—so if you have a video, radio ad, etc—that is the best on to show. | Which add are you showing? |
| 1. Conclude your presentation by persuading the audience to go to your location. |  |

Personal Inventory

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| What did you learn from this project? |  |
| What did your group excel at? |  |
| What could you have done better? |  |
| What did you personally contribute to your project? |  |

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| What did you learn from this project? |  |
| What did your group excel at? |  |
| What could you have done better? |  |
| What did you personally contribute to your project? |  |

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| What did you learn from this project? |  |
| What did your group excel at? |  |
| What could you have done better? |  |
| What did you personally contribute to your project? |  |

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| What did you learn from this project? |  |
| What did your group excel at? |  |
| What could you have done better? |  |
| What did you personally contribute to your project? |  |