**Advertising Campaign:**

**Please make sure that you bring both the tasks with you when you come to enrol.**

**Any questions please feel free to email us**

**Level 1 & 2 Media – Gary Scott-Lloyd -** [**g.scott-lloyd@farn-ct.ac.uk**](mailto:g.scott-lloyd@farn-ct.ac.uk)

**Level 3 Media – Josh Sparkes –** [**j.sparkes@farn-ct.ac.uk**](mailto:j.sparkes@farn-ct.ac.uk)

Pick one of the products listed below and plan an advertising campaign, including the following:

A rough drawing of a print advert that would be included in a magazine for the product.

Include information on what type of magazine you would put the advert in.

Who the advert is aimed at and why.

Design a logo for the advertising campaign.

Include a slogan to go in the advert.

Then do a storyboard for a television advert based on the same product: Again, decide who it is aimed at (it does not have to be the same target audience as the print advert) explain why you have chosen them. A storyboard template is attached below the list of topics.

Think about the camera angles that you might use to emphasise the product etc e.g. extreme close-up on product. Use the link to look at camera angles: [162310.png (1389×876) (vegashiking.com)](https://vegashiking.com/images/162310.png)

**Holiday**

**Energy Drink**

**Watch**

**Cat food**

**Coffee**

**Chocolate**

**Add any additional information that you feel would be useful to know.**

