

CTEC Media Level 3 (Single award)

Please complete the below work in preparation for your start at Franklin this September.

This work should be brought with you to enrolment and your first day at Franklin.

If you aren't attending enrolment on site please just bring this when you first come to the college in September.

This should be completed in time for enrolment, work can be in a written or electronic format.

Any questions please contact our admissions department – admissions@franklin.ac.uk

An **advertising campaign** isn't just one type of advert, it is **all** of the adverts that would be used for a particular product. **For example**; if Cadbury was releasing a new chocolate bar, it would be advertised on TV, Online, Radio Adverts, Bus Stop Ads and social media. The implementations of these different forms are what make up a 'campaign'.

TASK – IDEA FOR A NEW ADVERTISING CAMPAIGN

1. Choose one product type (you can pick one that already exists or make up your own new product)
 - a. Perfume / Fragrance
 - b. Food Item
 - c. Charity Advert
2. Come up with an idea to market your product across a range of platforms (e.g. a TV advert & a poster advert for bus stops, billboards, magazines etc). The aim of a campaign is to have a clear message and brand identity that runs across all the different types of advert e.g. use the same slogan, use the same colours etc
3. Write up your plan answering the following questions. It's up to you how you produce the work as long as you cover all the questions. Work in whatever way is easiest for you right now.
 - a. What product have you chosen and why?
 - b. What forms of advertising will you use? (You need to do at least a video and a print based advert)
 - c. What would happen in your TV advert (explain the beginning, middle and end)? – Describe what we will see and hear throughout your TV advert.
 - d. What would your billboard look like? (maybe add in some sketches or examples) – think about what colours you would use and why, what fonts would you use and why, what photograph/images you would use and why
 - e. What similar adverts / products exist and how have you been inspired by them? (add images of existing adverts here).
 - f. Who are the adverts aimed at (audience)? – think about demographics (age/gender split), Geo-demographics (Regional, National & Global) and Psychographics (explain other interests your audience might have)
 - g. How will the adverts appeal to this audience?
 - h. What potential Regulation issues (ASA) could you encounter? – If you have internet access then go to this link for the ASA regulations - <https://www.asa.org.uk/codes-and-rulings/advertising-codes/broadcast-code.html> I recommend looking at codes 1, 2 & 3 and then picking out 2-3 more codes that relate to what your advert will contain.