Quick reminder: Sorry for the rush, but at this point we’re drawing this course to a close and if you don’t get first drafts to me on time (or earlier) I won’t be able to get them back to you in time for you to make the necessary changes by the drop-dead deadline for the final draft. Plus, you have to make the final deadline so I can get everyone’s grades in on time.

Here’s a checklist you could use to make sure your ad assignment is complete:

1. Propose a multimedia ad campaign for radio, television, and online. An ad campaign is different from just an ad. A campaign has something that holds all the components together, like a slogan, jingle, or character that we will see or hear in one ad that will remind us that we saw or heard that ad, even in another medium.
2. You can choose any product, including your comedy, drama or documentary program. Just be creative. Humor or drama can work, but originality is key. If your ad looks and/or sounds like ads we’ve heard and avoided a hundred times before (hard sell huckster or two friends talking about a product), it’s not creative.
3. Write a 1-page proposal explaining what your campaign will do. First, explain how It will solve a marketing problem, like why a target audience is not buying the product, or why a product name or image is unknown to the general public. This will require research.
4. Tell us why you believe your campaign and approach will be successful—in other words, how it will solve the marketing problem that you have researched.
5. Write a script for a 30-second radio spot, a 30-second TV spot, and any form of online ad. The radio spot should use audio creatively. The TV spot should use visuals creatively. The online ad should use interaction creatively—in other words, the audience has to do something with it or respond to it actively. Use split-page format for the TV ad. See the samples for radio format.
6. If you are submitting this for my comments and a grade, attach your assignment in MS Word format in an email to grodman@brooklyn.cuny.edu with the file name firstname lastname ads . When posting to Blackboard, use the name of your product or campaign.