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| Ch. 1 Project - Demographics |
| 1. | **Green Marketing Commercial** | 25 Pts. |
|  | * It is an actual Green Marketing Commercial.
* Downloaded and Converted to a WMV file.
* File is uploaded to the designated slide and plays.
* File is saved in Project 1 folder named Green Marketing Ad.
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|  | **Demographics on Green Marketing Commercial** | 50 Pts. |
|  | * What product or brand are they Advertising?
* List which demographics are hit in this commercial.
* Give details and explain why you feel these demographics are targeted.
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| 2. | **Negative Political Campaign Ad** | 25 Pts. |
|  | * It is an actual Negative Political Campaign Commercial.
* Downloaded and Converted to a WMV file.
* File is uploaded to the designated slide and plays.
* File is saved in Project 1 folder named Negative Political Ad.
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|  | **Demographics on Negative Political Campaign Commercial** | 50 Pts. |
|  | * What product or brand are they Advertising?
* List which demographics are hit in this commercial.
* Give details and explain why you feel these demographics are targeted.
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| 3. | **Humor** | 25 Pts. |
|  | * It is a funny Advertising Campaign.
* Downloaded and Converted to a WMV file.
* File is uploaded to the designated slide and plays.
* File is saved in Project 1 folder named Funny Ad.
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|  | **Demographics on Funny Commercial** | 50 Pts. |
|  | * What product or brand are they Advertising?
* List which demographics are hit in this commercial.
* Give details and explain why you feel these demographics are targeted.
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| 4. | **Family Values** | 25 Pts. |
|  | * It is an actual Family Values Commercial.
* Downloaded and Converted to a WMV file.
* File is uploaded to the designated slide and plays.
* File is saved in Project 1 folder named Family Values Ad.
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|  | **Demographics on Family Values Commercial** | 50 Pts. |
|  | * What product or brand are they Advertising?
* List which demographics are hit in this commercial.
* Give details and explain why you feel these demographics are targeted.
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| 5. | **Product Advertising** | 50 Pts. |
|  | * Insert a picture of a Product Advertisement.
* What product or brand are they Advertising?
* Explain why this is an example of Product Advertisement and who the target audience is.
* Which type of magazine do you feel this Ad would be in.
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| 6. | **Brand Advertising** | 50 Pts. |
|  | * Insert a picture of a Brand Advertisement.
* What product or brand are they Advertising?
* Explain why this is an example of Brand Advertisement and who the target audience is.
* Which type of magazine do you feel this Ad would be in.
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| 7. | **Corporate Advertising** | 50 Pts. |
|  | * Insert a picture of a Corporate Advertisement.
* What product or brand are they Advertising?
* Explain why this is an example of Corporate Advertisement and who the target audience is.
* Which type of magazine do you feel this Ad would be in.
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| 8. | **Creating a Folder** | 50 Pts. |
|  | * Folder Name – Your first and Last Name.
	+ Inside of Folder – Green Marketing Ad, Negative Political Ad, Funny Ad, Family Values Ad

***“These files should all be WMV files. You are demonstrating to me you know how to convert files to different formats.”**** + PowerPoint Project – saved as “Your First and Last name – demographics” ***ex. Doug Schneider - demographics***
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|  | Total Points | \_\_\_/500 pts. |