WRIT116

Hollars

Going to the Dogs



In Class Work:

In groups of four, create an advertising campaign for a new “pet product” soon to be released into the pet industry. This product could be food-related or accessory –related—whatever! The more extravagant, the better. Make it a tough sell.

Your group must decide on 1.) your intended audience 2.) your intended publication (where the ad will run) 3.) a strategic plan for how you plan to sell your product to the public and 4.) a slogan. Central to all of these questions will be your register. Which register are you aiming for?

Finally, after a long and fruitful discussion, actually sketch your print ad on paper. If you prefer to do a live-action commercial, that’s great. Just be ready to act it out for us.