

Controlled Assessment 3 Research

Explore an advertising campaign for an established product. The point of this aspect of your research is to investigate for yourselves how professional advertising campaigns work.

1. Research and make notes on the product itself – Who buys it? How much money does it generate per year? Who manufactures it? Which other products does it compete with? Write your notes up.
2. Examine the print strand of the campaigns (you will find a range of past and present adverts in google images and elsewhere). Make notes on what types of conventions you see in the print adverts – use of colour, celebrity endorsements, font, use of written word, all other presentation features we have discussed in class. Can you find out where the adverts appeared – in what publications, what year, etc? How do the print ads capture the target market and persuade people to buy the product? Write up your notes. You can include small images of the print ads, annotated, if you would like. You need to analyse the print ads in a similar way to how you analysed the newspaper front pages and film posters.
3. Examine the television strand of the campaigns (you will find a range of past and present TV ads on YouTube, and you need to look at these for homework). Again, make notes of what types of conventions you see in these TV ads, and think about how each one sells the product. You will write up your notes from homework in class on Tuesday. You need to analyse the TV ads in a similar way to how you analysed the film trailers.
4. Examine the radio strand of the campaigns (you will find a range of past and present radio ads on YouTube and elsewhere on the computer if you do a Google search, and you need to listen to these for homework). Again, make notes of what types of conventions you see in these radio ads, and think about how each one sells the product. You will write up your notes from homework in class on Tuesday. You need to analyse the radio ads using the information we covered in class, which should be in your exercise books.