



Auxilium Education Coaching presents: Advertising, our turn to sell

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Advertising day: What is advertising and how do we sell?

Supplies - paper, pencil, access to the internet, and a phone or device with recording capability.

1. What is advertising? Read the definition in this article:
<https://economictimes.indiatimes.com/definition/advertising>
2. Where do people advertise?
 - a. TV
 - b. Internet
 - c. Magazines
 - d. Websites
 - e. Newspaper
 - f. Billboard
 - g. Text
3. What is the goal of advertising? Read this article through, "The purpose of advertising": <https://courses.lumenlearning.com/clinton-marketing/chapter/reading-advertising/>
4. How do you know if the advertisements are successful?
 - a. You want to buy, participate, or support the item/person/company in the advertisement
 - b. Good overview of commercials: I have included Superbowl commercials, because of their impact on the advertising world. It might also be good to chat with your kids about why the Superbowl is always full of the "best/newest" commercials.
 - i. This has 5 commercials that give some good examples of types of TV commercials:
https://www.youtube.com/playlist?list=PLCU9J-LMAy6Xdvp1VdGvnL0wq_hagrZUk
 - ii. This is a compilation of 5 of the top rated Superbowl commercials with kids:
<https://www.wsj.com/video/super-bowl-top-five-ads-with-kids/9EBB6DE1-8E7E-4B5F-9503-E9F6D418A03F.html>
 - iii. These are the top 20 best Superbowl commercials of all time - for this one you should preview before watching them with your kids - see which ones are appropriate for your kiddo's age:
<https://athlonsports.com/overtime/20-best-super-bowl-commercials-all-time#2>
5. Now it's time to create your own commercial.
 - a. Choose a product
 - b. Brainstorm ideas for your commercial
 - c. Create a storyboard (even though this article is for a video storyboard - it applies to commercials as well): <https://photography.tutsplus.com/tutorials/how-to-make-a-storyboard-for-video--cms-26374>
 - d. Rehearse your commercial
 - e. Film it
 - f. Watch the final product
 - g. Now reflect with parent/audience:
 - i. Did it achieve its goal?
 - ii. Does it make you want to buy that item?

Enjoy! This is always a fun activity and can be as creative as you make it!
I cannot wait to see how these turn out!

For more information, please visit: www.auxiliumeducationcoaching.com
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