**Cuisine Advertising Challenge**

**Driving Question**

How can you effectively create an advertising campaign for a new and healthy food?

**Project Description**

Working in teams of 3, you will design and create a healthy original recipe and a multimedia advertising (marketing) campaign to promote it. This campaign needs to include at least two separate products, such as a commercial, infomercial, digital poster, news broadcast, or an animation.

\*Remember this is a class on Media and Advertising, not one on Foods. So the majority of your time should be spent on creating an effective advertising campaign rather than on cooking.

**Steps for Creating a Successful Project**

**Design** – Design possible solutions that will enable the completion of the task. You need a detailed plan written/drawn out.

What will your marketing campaign look like? How will you market your food product?

* 1. Determine what your food product will be
  2. Determine what advertising technique you are going to use, using “How to Analyze Advertising” (attached), or by using this [video](http://www.readwritethink.org/classroom-resources/lesson-plans/video/persuasive-techniques-advertising-1166.html)
  3. Outline what you plan to do for your advertisement – You may want to use the document “Plan an Ad” to do so.
  4. Write your script for either your video or slide show (if needed)
  5. Outline your digital poster (if needed)

**Create –** Using your completed design, create the actual advertising campaign.

**Appraise -** Asses the process and product you have created. Use this assessment to improve your final product.

1. View your work to ensure it is the best that you can create and that you are satisfied with your final product. Remember the principles of advertising.
2. Have another student view your work and provide you with feedback.
3. Make changes as needed.

**Resources**

* <http://www.foodnetwork.ca/recipe+to+riches+s2/video/full+episodes/episode+5+entres/video.html?v=2304819228&p=3&s=dd&searchQuery=recipe%20for%20riches#video/search/recipe%20for%20riches%20>
* <http://www.youtube.com/watch?v=62JMfv0tf3Q>
* <http://www.youtube.com/watch?v=9NeKxGPazrA>
* <http://www.youtube.com/watch?v=cOP5vznL20Y>
* <http://www.readwritethink.org/classroom-resources/lesson-plans/video/persuasive-techniques-advertising-1166.html>
* Issues for Canadians Textbook, P. 247