



redefining school, redefining cool since 1996

Preparing to market your product to your customers is an essential part of the GreenBizz Project. Identifying your message, methods of delivering that message, and producing a coordinated ad campaign will bring you closer to your product and put you in a better position to communicate your core values to your investors.

Developing a Strategy and Message

Advertising is not neutral. Its purpose is not simply to be looked at. Its purpose is to *inspire action* in the viewer. You want the people who come in contact with your marketing message to reflect and act on it. Specifically, think about the following questions when developing your message and planning for how to deliver that message: *What's in it for me? and, Will this product make me happier? healthier? richer? more attractive? solve my nagging problems? make my life better? make the world better?* Additionally:

- Keep your message and design fresh. How will your ads stand out from the hundreds or thousands of other messages your customers receive every day? Why will they stop to look at yours?
- Clearly communicate your value proposition to ensure your product is seen as evidently superior to the competition in the ways you need it to be. For example, if your selling point is superior style then evidence of that style is necessary in all aspects of your design.
- Pay special attention that your message and the methods of reaching them fit your target customers. Failure to do so is common with students whose egocentric tendencies cause them to design ads for themselves with no regard for the person you are trying to sell to.

Delivering the Message: The Print Ad Campaign

Each company is responsible for developing a series of 6 print ads (four color, 8" x 10", 150 pixels/inch). When creating your campaign the following points and elements are important.

Elements of an Ad:

- 1) *Visual* - the image; it may be photography, graphic, typography, or a combination.
- 2) *Line* - the main verbal message; it may be positioned anywhere; sometimes the line is graphically delivered.
- 3) *Body Copy* - further information and explanation; sometimes a story; sometimes the fine print.
- 4) *Claim* - (also *endline, tagline, slogan*) captures the spirit quality and benefit of the product.
- 5) *Sign-off* - any or all of company logo, photograph of product, contact information

Ad Development Suggestions:

- Establish a benefit
- Limit to one message per ad
- Avoid Clichés
- Originality, freshness, innovation
- Tell the consumer something they didn't know
- Visual and line should not be repetitive
- Believability - no empty sales pitch
- Line breaks should echo breaks in speech
- Do not use logo as headline
- Do not insult or talk down to consumer
- Remember: Typefaces have a voice

Delivering the Message: The Television Ad

Each company must produce two 30 second television commercials. These commercials should work together to sell your product to your target customers. Television commercials create a unique opportunity for you to establish desire in your customers and to communicate key elements differentiating your product from the competition.

Television commercials will compose a separate category of competition at the Innovation Fair, as well as contributing the best overall company category. If the quality of a commercial is deemed inadequate, the commercial will not be allowed into the public commercial competition.

Each commercial will require a shooting script approved by your eBizz instructors prior to production. Additionally, musical elements need to be original productions or from a royalty free library.