

Lesson Plan 4 - Making an Ad

Potential customers may only see an ad for a few seconds. Most Americans see thousands of ads per day. What does it take in today age to utilize this form of promotion effectively?

Objective: To understand and be able to apply the understanding and techniques needed to build a good print and/or digital ad.

Day 1 - Local Entrepreneur: Ryan Brubaker - Brubaker Acres

Class Discussion - Watch video [Brubaker Acres - Making it Up North](#)

Group Discussion Questions: There are many people who make maple syrup. How did Ryan turn a hobby into a business? Why do you think the relationship with Blantons is so important? What are some ways that Ryan can grow his business? What are some suggestions for the off season?

Group Discussion - Have groups of two bring up the web site - [Brubaker Acres](#) and answer the following questions.

1. What are three things that you liked and three things that you would change about the web site?
2. What is another potential source of income?
3. If you were to create a print ad for Brubaker Acres. What would you highlight about the product? What would your call to action be?

Class Discussion - Go around the room and hear from all groups answers to the three questions.

Homework Assignment - Students are required to find three print ads (from magazine at home, school or around town) and bring them to class - due in two days.

Day 2 - Dan Brubaker comes in to visit class

Dan tells his story; allow 10-20 minutes at the end of the period to answer class questions.

Suggested questions: Do you have any plans for expansion? What have you learned about starting a business that you would have done differently had you known? What do you do in the off season? Do you do any marketing? Do you have any inventory - or do you sell out every season?

Homework assignment - read the following articles and rate each of your three ads after reading:

[How to Create an Effective Print Ad - Gary Dahl](#)

[10 Best Print Ads of all Time](#)

[20 Cool Banner Ad Examples Every Marketer Should Know](#)

Day 3 - Sharing what we learned about creating ads

Class Discussion - Go around the room and have each student share the highest rated of the three ads that they found (students turn in homework after this exercise). Class discussion questions after going through the ads:

What were the most common mistakes or things that ads seem to be missing? How important do you think using your customer profile to choose where the ad runs is in the promotional process? What did the best ads from the homework handouts and from what we shared today have in common? In what situations would print and digital ads be most effective? Discuss business to business vs business to consumer, target market size and consumer buying habits that would influence whether or not to using ads to promote your business.

Student Assignment - Write down an idea for a digital and print ad for your business.

Day 4 - Completing your first print or digital ad

Student Assignment - Students work on computer stations and create a rough draft digital ad using bannersnack.com. Be sure to meet all of the following requirements - [Requirements for the ad.](#)

Group Discussion - Get into groups of 2-3 and share the rough draft with the other students as the instructor moves from group to group giving feedback as well.

Day 5 - Students present ads to class and ask for feedback from students and instructor

It is very important during this process not to treat your ad as a finished product. Students are asked to bring paper and a pencil up with them when they present their ads so they can immediately write down suggestions from the instructor and other students.

Resources:

Web Site

[Brubaker Acres](#)

Youtube/Video

[Brubaker Acres - Making it Up North](#)

Handouts/Slides

[Requirements for the ad - slides](#)

[10 Best Print Ads of all Time](#)

[20 Cool Banner Ad Examples Every Marketer Should Know](#)

[How to Create an Effective Print Ad - Gary Dahl](#)