

# Module 6

## Launch Your Project



6.A.1

### Create an Ad for Your Project

#### Directions

Create an ad, social media post, speech, etc. for your service project. The most effective are generally simple, concise and memorable. Think Just Do It from Nike and Think Differently from Apple. Remember that people will give you a very small window of time to get their attention. According to a global marketing organization, people will give you 6-1/2 seconds (on average) to capture their attention. Be creative and bold. You want to draw attention to your service project.

#### 1. With your team members, brainstorm ideas for a headline, sometimes called a “hook,” to get the attention of your target audience.

- Could the “hook” be an image? Have a team member take notes to capture your ideas. To guide your discussion think about:
  - ◆ Action words that capture your project goal
  - ◆ Your target audience (What words would draw their attention?)
  - ◆ Time: 6-1/2 seconds (approximately 25 words)

#### 2. Write your headline/hook by using the ideas your team generated.

- Use these questions to help create the message.
  - ◆ What problem are you trying to solve?
  - ◆ What is your proposed solution?
  - ◆ What is your “call to action;” that is, what do you want the reader or listener to do?
  - ◆ Add your team logo to brand your ad. Refer to your work on branding from earlier lessons.

#### 3. Branding is simply a way of using words or a symbol to give immediate recognition to your project. Think about logos you see and recognize immediately the product or organization they reference.

#### 4. Share the sketch with other teams to get their reactions and comments.

- Listen and watch their reactions. Remember they are a segment of the public you want to reach. How they react and what they say will give you an early insight into how the broader public may react.

#### 5. Edit and finalize.

- Use a separate sheet of paper.
- If drawn separately, take a picture and attach it to this lesson or place it into your digital team folder.