Planning Document for Advertising Campaign

**Please make a copy of this document and share it with me: Jeffery.Hoy@sd71.bc.ca**

Group Members:

Town Name:

Link to website:

Part 1: Please answer these questions before you begin your campaign

1. How will you **brand** your town?  Be specific.
2. What will be your slogan, mission statement and logo?
3. What colours will you use?
4. What do you want people to think of when they see your campaign?

Use this [LINK](https://www.entrepreneur.com/article/77408) to learn more about creating a brand.

1. How will you get your message to your classmates?  Ideally, we want to minimize our impact on the environment, so a digital or “live” message is preferable to plastering paper all of the walls, but some posters are acceptable.

Suggestions for your website:

* Homepage: Town name and general description
* Jobs: What job environment will people have? What will they do there? How many hours a week will they work?
* Laws: What are some of the important laws for your town?
* Transportation: How will people get around?
* Entertainment: What will people do for fun?
* Housing: What kind of homes will people live in?
* Environment: What is the natural landscape like?

Here is a [link](https://sites.google.com/a/online.sd71.bc.ca/9s/your-utopia---vote-here) to some student examples

Part 2: Please answer these questions after you complete your campaign.

1. How did your campaign go?  Were you able to follow through with all of your ideas?
2. What worked well?  What would you do differently next time?

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| Assignments | Novice10-12 | Apprentice13-15 | Journeyman16-18 | Master19-20 |
| Handout | Information is mostly complete, with some detail. Generally accurate. Sources are included. Work can be understood. | Information is complete, fairly detailed and accurate.  Sources are included. Work is presented clearly. | Information is fully complete, detailed and accurate.  Sources are included. Work is presented attractively. | Information is fully complete, extremely detailed and accurate. Added details show students have gone above and beyond. Sources are included. Work is presented attractively. |
| Town creation | Student may have tried to consider the geography thought when creating the town; their ideas are either not fully explained, not realistic or needing a clearer description. Information is presented in a website. | Idea for town shows that student has given the geography of the region reasonable thought, and has attempted to use some of  the natural aspects to create a realistic vision for a town that would be desirable to others. Information is presented in a website. | Idea for town shows that student has given the geography of the region careful thought, and used the natural aspects to create a creative and realistic vision for a town that would be desirable to others.  Information is presented attractively in a website. | Idea for town shows that student has excellent understanding of the geography of the region and was able to used the natural aspects the region to create an inspirational yet realistic vision for a town that would be desirable to others.  Information is presented attractively in a website. |
| Campaign | Students have made some attempt to attract “settlers” to their town; strategies are weak/ineffective. | Students have made some attempts to attract “settlers” to their town using creative and effective marketing strategies. | Students have made a good attempt to attract “settlers” to their town using creative and effective marketing strategies. | Students have made an exceptional attempt to attract “settlers” to their town using creative and effective marketing strategies |