

COJO 1000 – Intro. to Mass Media
Content Interaction 2 (100 pts)
Due: Wed. 10/19 by 11:59 p.m. in e-Companion Dropbox

OPTION 2

ADVERTISING & BRANDING

Overview

For the third content interaction, you have a choice between two options. This is the explanation for Option 2.

You will watch a 15-minute clip from PBS about the advertising industry. Then, you'll discuss your opinions about emotional branding in advertising, as well as your own experiences with advertising. Finally, you'll imagine yourself as the advertising executive for the University of Wyoming and propose some ideas for an advertising campaign for selling UW to potential students.

Instructions

1. Select the "Emotional Branding" – Chapter 2 once you open this link:
<http://www.pbs.org/wgbh/pages/frontline/shows/persuaders/view/>
2. Do you believe that the products and services you buy "represent you" or reflect your own "meaning system" about the world?
3. Should advertisers think of their consumers as potential cult members? Is there a brand that *you* feel a cult-like devotion to?
4. Do you think that brands and products can have "mystery, sensuality, and intimacy", as Kevin Roberts (CEO of Saatchi & Saatchi) argues in his "lovemarks" idea? Do you agree that brands can create a story and experience for their customers? OR...Do you think this is a bunch of bologna and mumbo-jumbo?
5. Describe a time when you felt influenced by an advertisement. Describe the ad. Why did you like or dislike the ad? Why did you feel influenced? Did you buy the product?
6. To what extent is advertising clutter harming society? To what extent is advertising clutter important to our economy and society?
7. Finally, imagine you are an advertising executive for the University of Wyoming. It's your job to sell UW to potential students and get students to attend UW. Your competition is Colorado State University, University of Northern Colorado, University of Colorado, and other colleges in neighboring states to Wyoming.

- How would you approach your job?
- Would you use emotional branding to sell a story, experience, and mystery to your potential customers (i.e., students)?
- Or, would you take a more basic approach?
- Propose some ideas for your advertising campaign for UW. What would some of your print ads, television ads, and new media ads look like?

Guidelines

This paper should be 700-1,200 words, 2-4 pages, double-spaced, 12-pt font, and use 1-inch margins. Submit your paper to the dropbox on e-Companion labeled “CI 3”.

Grading Rubric

Grade	Characteristics
A	Follows all of the requirements. Is between 700-1,200 words, 2-4 pages, double-spaced, 12-pt font, and 1-inch margins. Answers all of the required questions. Well-written, interesting, and engaging to read. No spelling and grammar errors. Displays excellent organization of ideas and opinions.
B	Follows all of the requirements. Is between 700-1,200 words, 2-4 pages, double-spaced, 12-pt font, and 1-inch margins. Answers all of the required questions. Well-written, interesting, and engaging to read. One to three spelling and grammar errors. Displays adequate organization of ideas and opinions.
C	Does not follow some of the requirements. Is not between 700-1,200 words, 2-4 pages, double-spaced, 12-pt font, and 1-inch margins. Does not answer some of the required questions. Poorly written at times and not engaging to read. More than four spelling and grammar errors. Displays inadequate organization of ideas and opinions.
D	Does not follow the requirements. Is not between 700-1,200 words, 2-4 pages, double-spaced, 12-pt font, and 1-inch margins. Does not answer most of the required questions. Poorly written and not engaging to read. More than seven spelling and grammar errors. Displays poor organization of ideas and opinions.
F	Incomplete work that is missing nearly all of the required information. More than ten spelling and grammar errors. Displays no organization of ideas and opinions.