

20-203 – Intro to Advertising

See Canvas support page for information links.

Creative Homework Assignment – TWO PARTS / TWO DUE DATES

1: Draft of Concept due Monday, April 25, at 11:00 a.m.

Bring original to class AND upload to Canvas (will be critiqued in class)

2: Final Ad due Wednesday, April 27, at 10:59 a.m.

Upload to Canvas (will be shown in Canvas)



Your client is:

Levi's SecondHand

Your product focus is:

Trade-In Program

Target Audience: Gen Z (your same target)

Intended Message:

Sell your old jeans to us when you're done wearing them.

Assignment Guidelines:

You are now a creative intern for Barkley, and it's your job to create a concept ad directed to Gen Z, focused only on Levi's Trade-In Program. Learn as much as you can about the program before you begin.

Your job is to communicate the intended message in an interesting manner that speaks to your target audience.

You must include all proper information and avoid errors (as listed on the next page).

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You do not want these exact words in your ad -- find a more interesting way to communicate this message, and focus on the benefits of selling jeans back to Levi's.

Assignment Details:

- 1) **Know the product:** Learn about Levi's Trade-In Program. (See links on Canvas support page).
- 2) **Know the target audience:** Read the articles in Canvas about why people want to repurpose old clothing.
- 3) **Create a print ad:** Design/concept one print ad for your client (think magazines). The ad must be at least a full-page concept at about 7" x 9" in size. You can use other ad formats discussed in class (such as 3 1/3-page ads).
 - Your message must include an element of Empathy, and you must employ one of the following creative approaches: **Analogy**, **Borrowed Interest**, **Involve the Reader**
 - Draw your visuals. Carefully.
 - You must include a headline and some body copy, typed, **not hand written**.
 - You must include a signature, as defined in class. Use Levi's SecondHand logo and URL.
 - When you upload your ad, **leave a comment** that explains which creative approach your ad uses. (That means you have to write a complete sentence or two to explain your creative approach!)
- 4) For your **1st draft**: Submit 1-2 sketched (and legible) concepts. You'll bring the originals to class and upload a photograph of each sketch – please ensure the sketch and the photo are legible. When you upload, you'll explain the name of the creative approach you used in a comment.

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Your job is to communicate the intended message in an interesting manner that speaks to your target audience. You must include all proper information and avoid the listed below.

Your grade starts at 100. If you make any of the following errors, your grade will be reduced, as indicated.:

Did not turn in 1st Draft = 10 points off

Missed message = 10 - 50 points off, depending on message

Did not leave comment about creative approach = 10 points off

Missed creative concept = Up to 20 points off

Missed empathy for target = 5 to 50 points, depending on message

Did not have a clear headline = 5 to 20 points, depending on copy

No body copy or not enough body copy = 5 to 50 points off

Indicated the product is new when it is not new = 10 points off

Any erroneous information = 10 - 50 points off

Typos, misspellings, punctuation and writing errors = 10 points off for each problem

Brand name problems = If you don't name your product correctly, or if you don't spell it correctly, or if you don't capitalize it correctly = 10 points off for each offense

Missing logo = 10 points off

Incorrect or missing "contact" info/URL = 10 points off

Plagiarism of any sort: Using the client's ads/words; Using any similar ad; Using another student's ad idea from class = At least 50 points off

Sloppiness = 10 - 50 points off

(No... I won't give you a negative grade if you commit each of these infringements!)