

# Sell Me On It

In this project-based lesson, students (like marketing experts) will work in competitive teams to create an advertisement for a product of their choice. Students will accomplish this task by creating and analyzing line, pie, and column graphs that reveal helpful information about their target audience and product. Each step of the project is accompanied by a formative assessment that will check student learning and guide them in creating a successful project that showcases their knowledge.



Grade Level: 6-8 | Length of Lesson: 80 minutes

## Warm-up

- Make sure students know how to use spreadsheets to analyze data.
- In 3-4 minutes, have students write about their favorite commercial.
  - » What made this commercial so successful?
  - » Why did they like it?
- Have students share what they wrote with the class.
- Use this brief discussion to highlight what makes a successful advertisement (targeting a specific audience, humor, logic, credibility, celebrity endorsements, etc.).

## Activity

Transition from the warm-up by explaining to students that they will be responsible for creating an ad for a product of their choice. Distribute [Advertisement Mini-Project Handout](#). Review directions with students (specified in handout) before assigning them to a team.

- Assign students to a group of three and provide each group with **Clue 1: Who is My Audience**.
- Allow students to complete the First Clue about their target audience. Circulate around the room as students complete the clue. Assist as needed.
- When finished with this clue, students will raise their hand. As groups finish Clue #1 and raise their hands, check the results before providing the group with **Clue 2: What Qualities Should I Mention In My Ad**. If students miss a question, they must correct it before receiving Clue #2. Students should return to their answers and write an explanation about why their first answer was wrong and why their new answer is correct. Assist students as needed.
- Continue to circulate the room as students complete whatever clue they have. As students finish Clue #2, they must correctly answer all the questions before receiving **Clue 3: How Should I Advertise**. Students, if they answered wrong, should return to their answers and write an explanation of why their first answer was wrong and why their new answer is correct. Assist students as needed.
- When students complete Clue #3, they will raise their hand. Make sure that all answers are correct before allowing them to write their proposal.
- Any extra time should be used for the extension activity.

## Prompt

Congratulations! Your team has been invited to compete in an advertising competition. You will compete against your classmates to create the best advertisement for a school-approved product of your choice. This project has four steps. Each step is like a clue that will reveal information about your target audience and the product. Please raise your hand at the end of each checkpoint so that your teacher may check your work and initial it before you continue to work on the next step of the project. You will use the Sell Me On It: Mini-Project Handout to record your information digitally.

## Resources

- Sell Me On It: Clue 1 Who is My Audience (Page 3)
- Sell Me On It: Clue 2 What Qualities Should I Mention In My Ad (Page 4)
- Sell Me On It: Clue 3 How Should I Advertise (Page 5)
- Sell Me On It: Extension Activity Grade Sheet ([Click Here](#))
- Sell Me On It: Mini-Project Handout ([Click Here](#))

## Wrap-up

Allow students to finalize their proposal for their advertisements. Encourage students to support their ideas with evidence from the graphs.

## Extension

To extend the lesson, have students create their own advertisements from the proposals submitted through the “Mini-Project Handout” and use Extension Activity Grade Sheet.

## Clue #1: Who Is My Audience?

**Directions:** Take time to create a column chart based on the paragraph below. Use the graph to answer questions on your Mini-Project Handout form. Once finished, raise your hand so that your work can be checked and initialed. You may only move on to Clue #2 once you have correctly answered the questions and earned the initials.

Our marketing experts recently did a study on certain age groups and whether they preferred your product or your competitor's. In the survey, 325 out of 389 teenagers (from ages 10–18) indicated that they utilized your product more than your competitor's. Comparatively, 457 out of 542 people aged 19–27 surveyed said they used your product more than your competitor's. And 676 out of 700 people aged 28–40 also preferred your product over your competitor's. However, 356 people out of 687 people aged 41–64 preferred using your competitor's product. Lastly, experts discovered that 387 out of 411 people age 65 and older preferred using your competitor's product.

### Entering Your Data

Make sure to enter data into a spreadsheet or chart. Feel free to use the template below to enter your data.

Age Demographic		
Age Demographic (years of age)	Number of People Surveyed	Product Preferences
10–18		
19–27		
28–40		
41–64		
65+		

## Clue #2: What Qualities Should I Mention In My Ad?

**Directions:** Take time to create a pie chart based on the paragraph below. Use the graph to answer questions on your Mini-Project Handout form. Once finished, raise your hand so that your work can be checked and initialed. You may only move on to Clue #3 once you have correctly answered the questions and earned the initials.

In a recent survey conducted on 5,000 people from your target age group, 600 people indicated that the size of your product mattered most when they were selecting one to purchase. Of the 5,000 people, 2,100 indicated that the product's physical appearance was the most important factor in whether they would buy it. Additionally, 950 people put the most value in your product's accessories, 320 were most interested in the quality of the product, and 400 were primarily concerned with its weight.

### Entering Your Data

Qualities of Product (Surveyed)	Amount of People Most Interested
Size	
Weight	
Physical Appearance	
Accessories	
Quality of Product	

### Clue #3: How Should I Advertise?

**Directions:** Using the data below, create a line graph that will reveal what type of advertisement you should create. The graph features the primary news source for your age group over time. Make sure to title your graph and label the x and y axis.

	1985	1990	1995	2000	2005	2010	2015
<b>Newspaper</b>	4000	3250	2800	2300	1800	1500	800
<b>Social Media</b> ( <i>Twitter, Instagram, etc.</i> )	0	0	0	0	250	2000	4000
<b>Magazine</b>	1500	1250	1000	900	800	750	650
<b>Radio</b>	1000	1250	1200	1100	900	800	700
<b>Television</b>	3500	4250	5000	5700	6250	6450	3850

\*Sample population of 10,000 people used.