

Summer Programs Promotion

Objective: Your group is a team of top advertising executives. You have been assigned a BBYO Summer Experience to market to the members of Dixie Council. Your job is to create a print advertisement for a magazine **and** a 30-second video or radio commercial about your respective program.

You have been given a Press Kit for your summer program which includes the BBYO pitch, details of the program, location(s), date(s), testimonials from past participants, and photos. Use this information to your advantage! Additionally, you have been given a poster board, markers, tape, glue, and scissors for your print ad, as well as a digital camera for your commercial. Feel free to break into two teams for each ad, create props, design a set, or do anything else to help make your ad the best!

Your team must choose a team leader, a team name, and be prepared to present your print ad at the end of the hour. Your team leader will have the opportunity to assist in the editing of your commercial to be shown on Sunday morning, so choose wisely!

Be creative, be innovative, and have fun!

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