

Group Names: \_\_\_\_\_

## Science Fiction Story Advertising Plan

Each team will be given a short story that is going to be made into a feature film. Your team is in charge of creating an Advertising plan that will increase box office sales.

All work is to be completed May 21<sup>st</sup>. **Seniors will present May 22<sup>nd</sup> as their final.**

The following is a breakdown of the total points that are possible through completion of the plan:

	<b>Points Possible</b>	<b>Points Earned</b>
1. <b>Initial interview with writers of the short story</b> (participation is completion for 50 points)	50	_____
2. <b>Overview of the target market for the movie</b> (points are based on neatness, typed in Docs, grammar, punctuation, and overall thoroughness)	50	_____

### Choose three of the four media options.

___ <b>Internet Media</b> (minimum of two: graded on neatness and appropriateness - 30 points each)	60	_____
___ <b>Print advertisements</b> (minimum of two: graded on neatness and appropriateness - 30 points each)	60	_____
___ <b>Broadcast advertisements</b> (minimum of two: graded on appropriateness and creativity - 30 points each)	60	_____
___ <b>Specialty Media</b> (minimum criteria: two additional ideas, for example contests, specialty items - 30 pts.)	60	_____

6. <b>Overall advertising plan and presentation</b> (points based on organization, thoroughness, and neatness; project saved online, Google presentations)	120	_____
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**TOTAL POINTS**                      **400**                      \_\_\_\_\_

**Your team will include the following positions:**

**Group leader (1)**– duties include motivating team, keeping contact with team in Donner’s class, creating the presentation on Google and saving all documents to a web page.

**Ad Team members (3)** – each member will be responsible for creating at least two examples of

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advertisements for a medium.