**Media Studies 120 Module 3 Assessment**

**What's your pitch?**

**In this assignment, you will propose a new advertisement for an imaginary product or service that you choose. You do not have to create the finished product, you are simply pitching your idea-trying to convince your audience that your idea will result in an effective ad. All of the information in your pitch should be included in a Power Point, Prezi or video. You will include the following items in your pitch:**

**•Describe the product, service or cause you will be advertising.**

**•Provide a sketch or detailed description of the proposed ad. Include the images, text and any other elements included in your ad.**

**•Identify the ad's target market, explaining how your ad will appeal to that group.**

**•Propose a colour theme for the ad. Explain your reason for choosing a specific colour or group of colours, based on your understanding of the impact of colour.**

**•Identify which claim(s) and approach(es) are used in the ad. Explain your choices.**

**•Identify any special marketing strategies you will use to advertise or promote your program.**

**•Explain why the ad you propose is effective.**

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