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ADVERTISING CAMPAIGN

Quarter 6

Project 4.2

Weeks 9/10

Objective:

To emphasize the idea of concept and the relationship of words and images, further the student's understanding of audience definition and communications targeting. Additionally, to explore relationships between component parts of a whole.

Lecture Outline:

Branding
Positioning
Market
Concept
Copyrighting

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Assignment:

Design an ad campaign for a Lamy Pen of your choice.

Men must select a “feminine” pen.
Women must select a “masculine” pen.

Minimum: headline must be written.

1 full page ad
3 partial page ads

See www.lamy.com for product information, personality, culture, markets, etc.

See rollingstone.com web site for publication specs.

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The Lamy product designers - above and beyond Bauhaus

The first writing instrument of the new Lamy design era was created in joint project with a “free-lancer”. This was Gerd A. Müller, a man who was one of the advocates of the Bauhaus movement. This alone was enough to impel Lamy to select him to provide the company with the initial impetus for its new design style and to provide his input to it over the years.

The inspiring exchange of view between “independent creative spirits” and in-house employees who work in the area of design, had led to this co-operation growing to encompass other product designers and design studios

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Lecture(s) / Procedure:

8:00am Project Intro Mondays
Lecture

8:00am Other Mondays
Individual Consultations

11:00am Wednesdays
Interim Critiques
Group Discussion

11:00am Fridays
Interim or Final Critique

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30¢ OFF

A SPECIAL OFFER FOR THOSE WHO DON'T FLY ALASKA AIRLINES.

No need to travel document. And to save time, simply add the appropriate identification with the flight, and the coupon. Or take a flight to Alaska. The coupon is valid for the entire trip. The coupon is valid for the entire trip. The coupon is valid for the entire trip.

Alaska Airlines

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**Your RENT is LATE,
your GOLDFISH is
probably DEAD and
you think you've
LEFT the IRON ON.
YOU couldn't CARE LESS.**

 Tents checking out a site that makes an honest Adams price look like a dropstar from one of those disposable cameras. But maybe the best part is you're 1000 miles from the nearest Windings. For over twenty years, nowhere else has The North Face been bettering people go places where people would've supposed to go. Like making the hike "Southwest" more or South West, Oregon, the climbing the face of Everest on site. Which may be why The North Face has been the choice of practically every major expedition of the past two decades. And like those, you can expect every article of clothing, every tent, pack and sleeping bag we make to be  guaranteed for life. Because, for us, it has always come down to one thing: making clothing and equipment whose performance you can take for granted. So you can concentrate on why you're out there in the first place.



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<p><i>How much is that chuckwalla in the window?</i></p>  <p><small>Copperhead \$19.99, Greeniegecko \$12.99, Spinytail \$18.99 Bumblefoot \$19.99, Gila Monster \$19.99, Gila Monster \$19.99</small></p> <p>REPTILE KINGDOM 414 Pacific Coast Hwy., 310-313-8833</p>	<p><i>At least you don't have to worry about it getting fur all over the couch.</i></p>  <p><small>Common Yellow Long \$19.99, Gila \$19.99, Gila \$19.99 Ball Python \$19.99, Gila \$19.99, Gila \$19.99</small></p> <p>REPTILE KINGDOM 414 Pacific Coast Hwy., 310-313-8833</p>	<p><i>It can fetch the morning paper, only you'll have to wait till afternoon to get it.</i></p>  <p><small>Box Turtle \$19.99, Gila \$19.99, Gila \$19.99 Box Turtle \$19.99, Gila \$19.99, Gila \$19.99</small></p> <p>REPTILE KINGDOM 414 Pacific Coast Hwy., 310-313-8833</p>

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**TAKE THIS PERSONALITY TEST
TO FIND YOUR PERFECT MATCH.**

Circle the letter that best describes you.

a. Looking for long-term relationships.	b. Looking for good times.
a. Pleasant under glass.	b. Chicken nuggets.
a. Classical music: love!	b. Hardbanger.
a. Loose shorts.	b.
a. Own home.	b. Rent.
a. Competition.	b. Extremely competitive.

Now tally your score.

If you answered "a" more often than "b" turn to page ① to find your match.

If you answered "b" more often than "a" turn to page ② to find your match.

Hello, I'm your tennis shoe.



The new Club Party shoe features a new technology for an optimal cushion. A flexible, shock-absorbing, shockproof sole that flexes with your stride, and a shockproof sole that flexes with your stride.

**LIFE IS SHORT.
PLAY HARD.**
Reebok

YO!
**I'M YOUR
TENNIS
SHOE.**



The new Club Party shoe features a new technology for an optimal cushion. A flexible, shock-absorbing, shockproof sole that flexes with your stride, and a shockproof sole that flexes with your stride.

**LIFE IS SHORT.
PLAY HARD.**
Reebok