The Entertainment Capital of L.A.

ADVERTISING PROMOTIONAL KIT

ACTIVITY:
An advertising promotional kit introduces to consumers a new attraction, performance, or product. The "Promo Kit" is used to attract business. It should relate the excitement, uniqueness and special qualities of the product being introduced. Elements of a **Promotional Kit must include:**

• A storyboard for a television commercial. Scripts for television and radio spots. (All)
• Billboard artwork. The billboard must be read in no more than 8 seconds (1 second per word). Artwork should be in a quick-read format. (2)
• Social Media Advertisement, an advertisement should be eye-catching and include hashtags unique to the movie along with trending hashtags too and a descriptive caption that attracts the targeted audience. (2)
• Interview questions that are allowed to be asked to the stars of the movie. Be sure to specify which questions go to which stars. (2)

• 30-60 second trailer from the movie and voice over giving release date and teaser (4)

• Website Developer, must include the above elements with a tab for each (2)

Students form cooperative advertising teams. Each member of the team is assigned a designated element of the promo kit to complete. All members of the team are responsible for their part of the overall project.