**PRINT ADVERTISEMENT SUCCESS CRITERIA**

**LEARNING TARGET**

We are learning to tell and sell our product through print/billboard/poster/website advertisements

**PRODUCT NAME**

The Playground Legends

(Club)

**MESSAGE**

Come join “The Playground Legends” club! Participants will have an opportunity to compete in unusual, cross grade friendly sporting events and tournaments. Winners will gain possession of our championship belt and will have their photo posted on the “Hall of Fame” portion of our website. They will also receive a gift card! These sports are not only fun but will keep you mentally and physically healthy as well!

**SUCCESS CRITERIA**

○ Do you have a LOGO? (It’s usually centered!)

○ Do you have a SLOGAN (sentence, motto, saying) that explains your product quickly and with gusto!? Remember, it’s usually centered as well!

Possible slogans

Don’t waste your youth growing up
The playground is my/your canvas
Concrete feedback
Don’t quit your daydream
On the road to greatness
We are the dreamers
The greatest teacher is play
Outside the lines

Play unbound
Legalize Play
We are the weapon against the war of reality
Who says we have to grow up?
Imagination 1 Reality 0
Play all day keeps reality away
The future
New breed

Play with the legends
Win the belt
Be active. Be a legend.
The best you can be

SLOGAN: ­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

○ Did you include either a BORDER or BACKGROUND COLOUR to liven up your advertisement? Consider your target audience’s favourite colours and schemes

Remember: Blue, purple, and black were the preferred colours. Our target audience also preferred contrasting colours (Light and Dark) next to each other

○ Do you have a WEBSITE listed? [www.theplaygroundlegends.weebly.com](http://www.theplaygroundlegends.weebly.com)

○ Do you have a BRIBE/PRODUCT ADD ON listed that might further encourage your audience to pursue your product? Bribes/Product add ons are traditionally placed diagonally in a corner.

BRIBE/PRODUCT ADD ON: Hoodies, Stickers, T shirt, Nike/Bench gift card

○ Do you have the MESSAGE delivered in a UNIQUE, and MEMORABLE way (usually in between your logo and slogan) targeting your audience? Remember, people tend to pass by ads/posters quite quickly. There are so many of them in the world! Try to draw in your audience’s attention with a picture that draws in the target audience and uses something shocking, wacky, humorous, etc. in the process.

○ Did you do a ROUGH DRAFT first and seek feedback/editing before finalizing things?

**GOOD COPY POSTER SUCCESS CRITERIA**

\*Be neat at all times! If things get messy, don’t be afraid to start again!

\*Use a pencil first and then use a black pen or fine tip sharpie over parts that need to “pop” such as the outline of letters or areas that show texture.

\*Make sure there are no spelling mistakes on your good copy! Make any writing bold with easy to read but unique fonts (See: [www.abstractfonts.com](http://www.abstractfonts.com) for reference)

\*Hatch (colour in) beautifully in one consistent direction with pencil crayons (markers tend to “bleed”).