Promotion in an IT Age
Year 8 Term 4 2006

Nauru Curriculum Footpath
Personal Pathways
Living in a contemporary Nauruan community and preparing for its changes
Demonstrating confidence, commitment and accepting responsibility for decision making and problem solving
Learning to learn through creatively using resources and learning strategies
Working with peers and others
Communication Pathways
Mastering literacy including the primary language
Mastering numeracy
Communicate knowledge and argument to a diverse audience
Community Pathways
Respecting diversity and different ways of thinking
Thinking and acting as an agent of change in local communities
Understanding local economic and political forces
Environments and Technologies Pathways
Applying scientific, mathematical and technological understandings
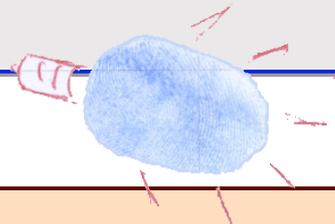Creating and working with design and digital technologies

Quality features
High Quality
• Imaginative attractive and interesting promotional materials with capacity to influence an audience on a matter of importance.
• Smart efficient targeted testing procedures for campaign ideas that effectively field test ideas to maximise the likely impact of the campaign.
• Efficient and effective promotional folio or campaign suited to the expected needs of the organisation that will run the campaign.

Acceptable quality
• Evidence of field testing materials and simple analysis of results.
• Practical promotional campaign for a useful purpose.

Suggestions and ideas for students and teachers:

Make sure students understand they are designing a campaign for others to run. They need to have a worthwhile idea AND an organisation that could run the campaign. If the organisation does not currently exist, that should briefly describe what the organisation would be like if created. Example: Students might propose a Diabetes Council of Nauru be established with representatives of government, health, education, religion and the public. They could design a campaign to launch the new organisation and explain its purpose.

Ideas such as promoting the school's end of year concert to the public to increase attendance or promoting school to non attending students are worthwhile ideas. Promotions may be targeted at a small audience and be worthwhile.

Help students understand that the ideas they contribute can be very good ideas but not be the best ideas for the campaign being designed. They will be considered for the grade even if not included in the folio.

Testing of the ideas for the campaign should be done on a small sample of the real target audience. In most cases, testing on 10 individuals will be sufficient to show what proportion of the audience may be influenced by the campaign. Students should be understand that an individual asked personal about a promotion is more likely to be influenced than one who is exposed to it in less personal ways. They should consider the impact of this in their testing.

Task Rules:

Individuals must contribute some ideas to those considered by the team. These ideas may be "imaginative and attractive" even if they are not used by the team in testing or the final folio.

Individuals contribute ideas that are sketched out sufficiently for team members to see the potential of the idea. They are not expected to be polished ideas. The budget may be based on estimated costs rather than researched costs.

Grades: Individual - most students in the same team are likely to earn the same grade with different grades justified by individual evidence.

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Students will develop an advertising campaign for use by a local organisation or the Government about an issue of significance. The campaign will include some or all of posters, fliers, photographs, cards, T-Shirt prints, logos and similar items for health, educational, environmental, inspirational, promotional or other useful purposes relevant to Nauruan society.

Students and teachers conduct a wide range of Internet and other research on advertisements and promotional campaigns. They discuss findings comparing one off or isolated advertisements with sustained promotions.

The class brainstorms topics of significance to Nauru including those suited to small audiences. Keep ideas that can be matched to local organisations who can run a campaign on the topic. A local organisation may be created to run the campaign.

Topics might include antismoking campaigns for young females, general health messages, anti truancy for Year 5 boys etc

Look at posters and signs at shops.

Visit organisations who promote or advertise. Summarise themes of campaigns and methods used.

Teams of 3 to 6 students choose a campaign to work on, a target audience for the campaign and identify an organisation who may run the campaign. They design a way of finding out what forms of promotion or advertising the audience will respond to.

Messages should be simple and brief.

Describe the nature and needs of the organisation who will run the campaign. (There is no requirement to liaise with an actual organisation.)

Individuals design a logo and a small number of ideas for the campaign with an estimated budget for their materials.

Submit ideas to the whole team who chooses the best ideas for the campaign.

Teams present their ideas for the campaign and testing methods to a second team in a round table meeting. Each team swaps ideas making suggestions and learning from each other.
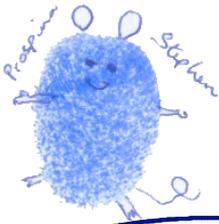
Write a short plan to test the most effective ways to promote the message.

On a small scale, teams test their campaign products with small groups of people from the target audience. Write a brief report about the test process, the data collected and findings from the test about how to improve the campaign materials.

Teams publish a folio of finished product ready for use by a chosen organisation.

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