

PR Challenge

Your patrol, an advertising agency has been presented with a problem. Well, two actually: there is a big shortage of Guide Leaders in your area, and you need to attract more adults to become Leaders. Secondly, outside of your area, there is a new Guide Unit looking for members. You cannot solve the problem by moving the small Guide Unit into your area! So there are two individual problems you need to solve.

You have \$100 to spend on an advertising campaign and you need to decide how you are going to spend your money and plan your campaign. You do not need to spend all your money, but you can if you wish.

You can choose any combination of the following:

- ☐ \$50 Will buy you a television advertisement. It will go to both areas. You need to plan your commercial and perform it. You can try to cover both problems if you wish.
- ☐ \$30 Will buy you a radio ad. This will go to both areas. You will need to plan your radio ad. Remember that your audience can't see you, so the words and sounds will have to be good.
- ☐ \$25 Will buy you a big billboard. You will need to get a good short slogan and maybe a picture. This will go to both areas.
- ☐ \$20 Will buy you a poster campaign. Design your poster. You can put more detailed information on a poster than a billboard, but it can only go to one area, so you might like to do 2 or more.
- ☐ \$10 Will buy you a postcard drop, which can only go to one area so you might like to do one for both. You can design your postcard similarly to your poster, but you only have a small space.
- ☐ \$5 Will pay for stickers. They can go to both areas, but won't get you much attention unless they are very good.