

# **Smart Advertising: How to Market a Product or Service**

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In order to best advertise and ultimately sell the product or service, the person or company needs to know the product or service better than anybody else. Once they know these things, then comes the decision of the best method to advertise. Often the best advertising techniques come from just a few basic questions:

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- What package design/colors/pictures/lettering will be used for the package?
- Where will the product or service be displayed?
- Where will the product or service be advertised? Newspaper, radio, TV, magazines, posters, word-of-mouth, direct mail, billboards, and the Internet are among the choices. Some are free while others can be very expensive.
- What will make this advertisement method the most effective?

## **Research Opportunities**

- Have students use the Internet or other sources to discover the cost of advertising in various media. What would a full-page ad in the local newspaper or magazine cost? What audience would they want for their product or service?
- Have students watch television and count the number and type of commercials during certain programs. They can use a stop watch to time how long the advertisements are and what the total time designated to ads is in a typical program. What persuasion techniques are used? Are they different during “kid” programs as opposed to sporting events?

**There is a worksheet provided for this activity.**

**Students can answer the following questions  
and do some of the following activities.**

1. How much total time was commercial time?
2. What conclusions can students draw from this data?
3. Students can make a graph or chart using their data, or make one graph or chart using data collected from all the class members.
4. Students can also go to their favorite web sites and document the ads and commercials available there. How are they like television advertising? How are they different?