

Create mass print media advertisements assignment



**ASSIGN
BUSTER**

The RASPS evolved from this small group of dedicated, caring people and while the shelters, staff and facilities have changed, the ethos driving the society is very much the same. The RASPS is an organization created by the community and driven by strong community support. Without public backing the RASPS would cease to function and without the services of the RASPS the future for thousands of Australian animals would look bleak.

2-Central Idea/Creative concept and expression: The Society wants to encourage the general public to look at adopting a pet from an animal shelter rather than a breeder and especially rather than a pet shop.

They also want to educate the public on the many benefits of buying a pet from the RASPS. The RASPS also wants to encourage people to see the animal shelters as clean, friendly places to visit.

3-What is the objective or purpose of this advertisement? Of pets by 2% annually Increase micro chipping by 3% annually Increase the designing of cats by 5% annually

4-Target Audience: Who are we talking to? General Public, people between 18 - 60 years old, male and female.

5-What is the single most important thing to say? Adopting a pet you are giving an animal a second chance at life.

What are the supporting rational and emotional reasons to believe and buy? The animals that are brought into the shelter each week have their own, unique and often horrific story. Some are strays, some have been dumped, some have been surrendered by owners, and some have been so badly abused they have been seized by the inspectors. While many of the animals come through the doors sick, injured, diseased and generally miserable, the Rascal's aim is for them to leave healthy, happy and with new owners.

7-What else will assist creative development?

One of the main objectives when constructing the site was that using the site must be straightforward for prospective pet owners. The photos give potential owners a great idea of what their future pet looks like and the information provided helps them get to know the animal's personality and background.

8- Are there any mandatory requirements? All animals are temperament and health checked, as well as vaccinated, micro-chipped and vaccinated before they are presented on the website. The area open to the public is very well maintained and houses only healthy animals. 9- Are there any legal or ethical considerations?

Legal Consideration -> media advertisements (newspaper, magazine and outdoor) promoting the RASPS Adopted program. Ethical Consideration -> large numbers of animals required, animal welfare concerns, animal advertising. 10- Schedule: What do we need from the creative team? When do we need it? 6th August review revised creative. Half size, with color, hand, or computer created. Date 21st August final internal creative presentation. Same finish as previous round. Date 27th August client creative and media presentation, full size, full color, hand or computer created. Date 21st September print ads delivered to publication. 1- Budget: How much will be spent on the three different types of print advertisements? Provide a breakdown of all costs, allowing 10% for agency fees: BUDGET \$ 500 000 10 advertisement \$ 110 000 20 advertisement \$ 115 000 30 advertisement \$ 225 000 10% agency fees: \$ 50000 West Australian Institute of Further Studies Assessment Task 2 West Australian Institute of Further Studies Scandalous Campus: Scandalous - WA 6027 Phone: 08 6200 6200 Perth Campus: 365 Effort Street Highest Perth-WA 6003 Phone: 08

6200 6201 Email: waifs. WA. Deed. AU The West Australian Institute of Further Studies was established over 3 years ago, in 2009.

The school began in Western Australia by Louise Edward. WAIFS how call is an International and National school that offers courses from Certificate III to Advanced Diploma level. 2- What is the objective or purpose of this advertisement? Offer Diploma of Management at Perth Campus and Diploma of Healthy and Safety at Scandalous Campus. Enrolment finish: 21st of August Course Start: 5th of August Responsible: Man 3-Target Audience: who are we talking to? International and National students, male and female, age between 15 to 30. 4- What is the single most important thing to say?

All the courses are Nationally Recognized Training - What are the supporting rational and emotional reasons to believe and buy? Agencies, to ensure that courses meet quality assurance standards. Doing one of these courses you are qualified and able to study at SEC or get a good Job at Mines. 6- What else will assist creative development? Advertisement color, creative presentation and Logo. 7- Are these any mandatory requirements? Logo, ROOT Provider no, CROSS Provider no and address 8- Are there any legal or ethical considerations? ROOT provider NO CROSS provider NO 9- Schedule: What do we need from the creative team?

When do we need it? Schedule: What do we need from the creative team?

When do we need it? Date 21st June initial creative review of through pencil sketch ideas. Date 6th June review revised creative. Half size, with color, hand, or computer created. Date 21st June final internal creative presentation. Same finish as previous round. Date 27th June client creative

and media presentation, full size, full color, hand or computer created. Date 21st July print ads delivered to publication. 10- Budget: How much will be spent on to print advertisement? Provide a breakdown of all costs, allowing 10% for agency fees:

BUDGET: \$100 OHO Advertisement \$ 90000 10% agency fees -\$ 10000 337

Harbored SST Osborne Park - WA 6017 Phone: 08 9231 5888 Email: www.

Decipherments. Com. AU promoting the Audio Centre Perth The story of

Audio began in 1899 August Worth founded Worth & Ice. In Cologne. It was

there that he helped build his first car. After differences of opinion with the board, August Worth left the company and formed a second car company.

Because his surname was already in use and was protected by trademark,

he chose its Latin translation for the new company. So "worth!" - or "hark"

- became "audio!".

It was a brilliant idea that came from the son of one of August Horn's

business partners. Small Car, Authentic in form, emotional in appearance.

Unique in every way. 3-What is the objective or purpose of this

advertisement? Small car, 5 doors. Big on Audio Audio AY is an unveiled, a

more practical five-door version of its luxury city car. Logo Media

advertisements (newspaper, magazine and outdoor) promoting good sells.

Date 21st August initial creative review of through pencil sketch ideas. Date

\$ 900 oho 10 advertisement \$ 165 000 20 advertisement \$ 260. 000 10%

agency fees: \$ 5000