

# Promote Canada



Social Studies Project

Value 75 Points

# Main Parts

- Commercial 30 POINTS
- Persuasive Radio Ad 10 POINTS
- Billboard Design 20 POINTS

# Sub Parts

- Research                      5 POINTS
- Team Work                      5 POINTS
- Work Ethic                      5 POINTS

# Research

5 POINTS

- Sources
  - Web
  - Social Studies Book
  - Other Books
- Record of Information Found
  - Turn in any valuable information you found or used
    - Notes
    - Print Offs
- Work Cited List
  - List of any resources you used to find information for you project.
  - Google, Wiki, ext.. are not sources

# Team Work

5 POINTS

Your ability to work as a team will be judged on a scale of 1-5.

For Example...

- Are you working together?
- Does everyone have a job?
- Is someone sitting around?
- Asking other teammates questions?

Work Ethic

5 POINTS

Is your team working hard?

OR...

Hardly working?

Your team will be judged on a scale of 1-5 on how well you stay on task, and how you are working.

## Persuasive Radio Ad

10 POINTS

Your team must create a brief radio ad to promote Canada. Radio ad time is expensive so make sure that you keep it short. This is basically like writing a persuasive paragraph.

This add must use...

- Correct Grammar 3 POINTS
- Be Typed 1 POINT
- Persuasion 6 POINTS



# Billboard Design

20 POINTS

Your team must create a billboard to promote tourism to Canada. This billboard needs to persuade people to want to travel to Canada. There must also be a slogan that promotes Canada. Your billboard will be made on poster-board. Please do not try to turn in a full size billboard. You will be judged in several different ways.

- Content            5 POINTS
- Creativity        5 POINTS
- Persuasive       5 POINTS
- Slogan            5 POINTS



# Billboard Examples





LET'S RIDE


**GEICO**  
*Motorcycle*

**IT SWALLOWED  
A LUXURY CAR.**

**ALL-NEW DODGE RAM**





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EACH YEAR."

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Van Wagner

1169

# Commercial

30 POINTS

Your team will create a commercial advertising Canada. It can advertise it as a whole or just a specific part of the country.

This commercial will be acted out and recorded. ALL members of the group must participate in the commercial.

A written script must be turned in with your project. I need to see evidence that your team planned out your commercial.

Remember that commercial ad time is purchased at a high cost. Most are less than a minute long!



# Commercial

30 POINTS

- Content 5 POINTS
- Creativity 5 POINTS
- Persuasive 5 POINTS
- Performance 5 POINTS
- Written Script 10 POINTS

# Commercial Examples

New York

West Virginia

West Virginia

Hawaii

Michigan

Canada

Canada

# Point Break-Down

- Commercial 30 POINTS
- Persuasive Radio Ad 10 POINTS
- Billboard Design 20 POINTS
- Research 5 POINTS
- Team Work 5 POINTS
- Work Ethic 5 POINTS

**75 TOTAL POINTS**