

What's the Pitch? Historical Advertising Quest Georgia Historical Society Lesson Plan

Program Description

This interactive program focuses on analyzing vintage advertisements from the post-WWII era. Students will learn about major themes in advertising as they rotate through three stations to analyze six vintage advertisements. Students will gather together at the end to put what they have learned to use by creating advertisements for some of Georgia's most well-known companies.

Georgia Performance Standards

5th: SS5E2; ELAGSE5RI1; ELAGSE5SL2; Information Processing Skills 4, 6, 10, 11

8th: SS8E2; ELACC6-8RH1; ELACC6-8RH2; ELACC6-8RH6; ELAGSE8SL2; Information Processing Skills 4, 6, 10, 11

9th-12th: ELACC9-10RH1; ELACC9-10RH2; ELACC11-12RH1; ELACC11-12RH2; ELAGSE9-10SL2; ELAGSE9-10SL3; Information Processing Skills 4, 6, 10, 11

Procedures

1. Anticipatory Set (10 minutes)
2. Stations (30 minutes)
3. Make Your Own Advertisements (15 minutes)

Anticipatory Set

First, ask students to explain the difference between primary and secondary sources in their own words. You may need to provide clarification if students are confused or offer inaccurate description.

Next, ask students to tell you what they think they know about America after World War II. Make sure that your brainstorming session includes conversation about these topics:

- Baby Boom
- Interstate Highway Act
- Growth of Suburbs
- Economic recovery after the Great Depression
- Civil Rights Movements
- Advent of Television
- Popularity of electrical appliances and new household technologies

Station Procedures

1. Introduction (2-4 minutes): If facilitator is available, they will introduce the theme. If no facilitator is present, the teacher can play the Sophia's Schoolhouse videos on each theme and discuss before students are set free to rotate.
<http://schoolhouse.georgiahistory.com/recognizing-common-themes-in-advertising/>
2. Analysis (5-7 minutes): With their group, the students will complete the guided questions.
3. Conclusion (2-3): If facilitator is present, they will conclude discussion of topic. Facilitator should answer any questions students have, and offer examples to better clarify. This should include a discussion of contemporary advertisements. Examples: Can a student name a current print ad or commercial that uses emotional appeal to persuade consumers?

Materials Needed

- Poster stands or wall space for hanging
- Posters with advertisements
- Guided questions

Stations Overview:

Station 1: Emotional Appeal: This station will focus on the way advertisements use emotional appeals to persuade people to purchase products. Emotional appeals include fear, guilt, excitement, sadness, or various other emotions. This is a proven way to convince consumers to use a particular brand.

Station 2: Rewards & Success: This station will focus on the way advertisements use ideas about rewards and success to persuade people to purchase products. This features the inclusion of celebrities and other famous role models, and the idea that hard work allows for more opportunity and material gain. This is a proven way to convince consumers to use a particular brand.

Station 3: Product Positioning: This station will focus on the way advertisements position products to persuade people to purchase them. This includes establishing a place in the customer's mind for the product or service. This is based on product attributes and benefits, price and quality, use or application, or type of user. This is a proven way to convince consumers to use a particular brand.

Make Your Own Advertisements

Overview: After rotating through each station, students will be gathered back together for the final activity. Students will be allowed to work individually or in groups of up to four students. Each individual or group will be assigned one of the following Georgia companies: Home Depot, Waffle House, Georgia Power, Delta Airlines, and Coca-Cola. Students will be asked to create a magazine advertisement for their company based on what they learned in the stations.

Materials Needed:

- Paper
- Crayons, Markers, or Colored Pencils
- Company Fact Sheets

Procedures:

1. Introduction (2-3 minutes): Facilitator will introduce activity, explaining rules and time frame. The advertisement must be the size of one piece of paper (8.5 x 11). Students will all receive fact sheets about their company so that they understand what it does.
2. Activity (10 minutes): Students will work to design an advertisement. They must incorporate themes discussed on worksheet or at the stations and be able to explain how they are used.
3. Conclusion: Time allowing, students will present their advertisements to the class.

**Optional: Teachers can let students vote on the best advertisement.

Sources

Berger, Arthur Asa. *Ads, Fads, and Consumer Culture: Advertising's Impact on American Character and Society*. Lanham: Rowman & Littlefield Publishers, Inc., 2000.
Berger, Arthur Asa. *Media Analysis Techniques*. Newbury Park: Sage Publications, Inc., 1991.

Web Links:

- <http://www.georgiaencyclopedia.org/articles/business-economy/coca-cola-company>
- http://www.classzone.com/cz/books/ml_lit_gr12/resources/pdfs/media_analysis/.
- <http://www.georgiaencyclopedia.org/articles/business-economy/home-depot>
- <http://www.georgiaencyclopedia.org/articles/business-economy/delta-air-lines>
- <http://www.georgiaencyclopedia.org/articles/business-economy/georgia-power-companysouthern-company>
- <http://www.georgiaencyclopedia.org/articles/business-economy/waffle-house>
- <http://www.coca-colacompany.com/our-company/>
- <https://corporate.homedepot.com/OurCompany/Pages/default.aspx>
- http://www.delta.com/content/www/en_US/about-delta.html
- <http://www.wafflehouse.com/fun-facts/>
- <http://www.georgiapower.com/about-us/facts-and-financials/>

What's the Pitch? Historical Advertising Quest (8-12)

Answer the guided questions to complete your historical advertisement quest!

Station I: Emotional Appeal

1. What product is the advertisement selling?

Advertisement 1:	Advertisement 2:
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2. Who do you think is the main audience? In other words, whom are they selling to?

Advertisement 1:	Advertisement 2:
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3. What emotions are the advertisers using to sell the product? List at least two.

Advertisement 1: • _____ • _____	Advertisement 2: • _____ • _____
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4. What images and text do the advertisers use to make the audience feel the emotions?

Advertisement 1:	Advertisement 2:
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5. Would you buy the product? Chose one of the advertisements and explain why you would or wouldn't by the product based on the advertisement.

Station 2: Rewards and Success

1. What product is the advertisement selling?

Advertisement 1:	Advertisement 2:
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2. Who do you think is the main audience? In other words, whom are they selling to?

Advertisement 1:	Advertisement 2:
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3.

Advertisement 1: <i>What words and images make salespeople think they will be successful?</i>	Advertisement 2: <i>What words and images make people think it will be rewarding to fly on United Airlines?</i>
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4. Which product would you buy? These two ads are competing for the same customers. Which one do you think does a better job?

5. Ideas about reward and success fit well with advertisements for traveling. What other types of products or services do you think could be advertised using ideas of reward and success?

Station 3: Product Positioning

1. What product is the advertisement selling?

Advertisement 1:	Advertisement 2:
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2. Who do you think is the main audience? In other words, what specific group are they selling to?

Advertisement 1:	Advertisement 2:
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3. What words and images do the advertisers use to reach their main audience?

Advertisement 1:	Advertisement 2:
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4. Which product would you buy? Which ad do you think does a better job of appealing to the customer?

5. Targeting a very specific group of people is a popular theme in advertising. Can you think of some examples based on what you have seen on television or online? List three products or services you have seen advertised to a specific group of people. List the main group the advertisement is targeting for each product or service.

What's the Pitch? Historical Advertising Quest (5)

Answer the guided questions to complete your historical advertisement quest!

Station I: Emotional Appeal

1. What product is the advertisement selling?

Advertisement 1:	Advertisement 2:
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2. Who are they selling to? Write down who you think the main audience is for each advertisement.

Advertisement 1:	Advertisement 2:
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3. These advertisements use emotion to sell products? List at least one emotion you think is being used for each advertisement.

Advertisement 1: • _____	Advertisement 2: • _____
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4. How did you figure out which emotions they advertisers are using? Explain what images and words helped you figure out what emotions are being used.

Advertisement 1:	Advertisement 2:
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5. Which advertisement do you think does a better job using emotion to sell products?

Station 2:

1. What product is the advertisement selling?

Advertisement 1:	Advertisement 2:
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2. Who are they selling to? Write down who you think the main audience is for each advertisement.

Advertisement 1:	Advertisement 2:
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3.

Advertisement 1: <i>What words and images make salespeople think they will be successful?</i>	Advertisement 2: <i>What words and images make people think it will be rewarding to fly on United Airlines?</i>
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4. Which product would you buy? These two ads are competing for the same customers. Which one do you think does a better job?

5. Ideas about rewards and success are used in these advertisements to sell airline travel. Can you think of some other products that could be sold using ideas about rewards and success?

Station 3:

1. What product is the advertisement selling?

Advertisement 1:	Advertisement 2:
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2. Targeting a very specific group of people is a popular theme in advertising. Who do you think is the main audience for these advertisements? In other words, what specific group of people are they selling to?

Advertisement 1:	Advertisement 2:
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3. What words and images in the advertisement helped you figure out what groups the advertisement is targeting?

Advertisement 1:	Advertisement 2:
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4. Can you think of a product that has advertisements made specifically for you and people your age? List at least one example of a product that has advertisements targeted at you.

5. How do you know that you are the main audience for the product you listed above?



Fast Facts

- Headquartered in Atlanta, Georgia.
- World's largest beverage company.
- Coca-Cola Company has been serving customers for over 129 years.
- They sell products in more than 200 countries.
- 1.9 million Coca-Cola products are sold daily.
- The original Coca-Cola has been available since 1886.
- More than 3,600 beverages are offered worldwide.

Product



- Coca-Cola Life is a reduced-calorie cola sweetened with cane sugar and stevia leaf extract.
- The sweetener is made by extracting and purifying the naturally sweet components from the leaf of the stevia plant. Together with cane sugar, stevia leaf extract gives Coca-Cola Life its delicious, sweet flavor.
- At 60 calories per 8-oz. glass bottle, Coca-Cola Life has 35 percent fewer calories than other leading colas*.



Fast Facts

- Home Depot is the world's largest home improvement retailer.
- Bernie Marcus and Arthur Blank founded the Home Depot in 1978.
- The first two stores opened in June 1979 in Atlanta, Georgia.
- They are the fourth largest retailer in the U.S.
- They are the fifth largest retailer in the world.
- In 2010, The Home Depot was ranked No. 29 on the Fortune 500 U.S. list.
- More than 1 million children built their first toolbox at a Kids Workshops.
- The Home Depot has the largest garden club in the world.

Product



The Home Depot Garden Club Offers:

- Project Ideas
- How-To Videos
- Monthly to-do lists
- Expert Advice
- Plant search database
- Garden Club Pinterest board

Garden Club members can also select to receive special offers and coupons by email and/or text alert.



Fast Facts

- Georgia Power has 74, 454 miles of distribution lines.
- Georgia Power had 2, 422, 054 customers as of December 31, 2014.
- Georgia Power has planted more than 1.4 millions trees all across the state of Georgia in the last 5 years.
- Georgia Power is interested in environmental protection. Since 2000, it has started to use cleaner forms of energy, like natural gas and hydropower.
- Georgia Power began in 1883 as Georgia Electric Light Company of Atlanta.
- The company encourages customers to find ways to save energy, like installing solar panels for their homes.

Product



Our Solar Energy Experts will review your home and energy usage to help you customize an option that best fits your home and lifestyle via a phone consultation. If you decide to make the transition to solar, you can purchase your system from a vendor of your choice, including Georgia Power. Georgia Power customers who generate electricity may sell some or all of that electricity back to Georgia Power for 17 cents per kWh.

Benefits of choosing Georgia Power for your solar installation:

- Quality certified installers
- Post-installation inspection



Fast Facts:

- Waffle House started in 1955 in Avondale Estates, Georgia, a suburb of Atlanta.
- They are open 24 hours a day, 365 days a year.
- Headquartered in Norcross, Georgia.
- Operate more than 1,500 restaurants.
- Waffle House holds the title as the world's leading server of waffles, omelets, T-bone steaks and more.
- Waffle House sells, per minute:
 - 341 strips of bacon
 - 238 hash brown orders
 - 145 waffles
 - 127 cups of coffee

Product

What are Hashbrown Bowls? Hashbrown Bowls are a new meal concept that layers a large order of hashbrowns, proteins and toppings within a new, large bowl that has been selected especially for this new menu item.

Hashbrown Bowls are also served with toast, or biscuit, etc. You can build your own or try our featured Hashbrown Bowls; a breakfast option

(Sausage, Scrambled Cheese) and a lunch/ dinner option (Chicken Cheese).

HASHBROWN BOWLS

BUILD-A-BOWL

BREAKFAST HASHBROWN BOWL - \$5.99

- Large scattered hashbrown with melted cheese
- Two eggs* cooked to order
- Meat of your choice: crispy bacon, crumbled sausage or diced ham
- Served with your choice of toast or biscuit

LUNCH/DINNER HASHBROWN BOWL - \$6.99

- Large scattered hashbrown with melted cheese and grilled onions
- Meat of your choice - chicken, Cheesesteak or ground beef
- Served with your choice of toast or biscuit

EXTRA TOPPINGS:
FIRST TWO - 45¢ EACH,
ADDITIONAL - 90¢ EACH

- **Smothered** Sautéed Onions
- **Covered** Extra Melted Cheese
- **Chunked** Hickory Smoked Ham
- **Diced** Grilled Tomatoes
- **Peppered** Spicy Jalapeño Peppers
- **Capped** Grilled Button Mushrooms
- **Topped** Bert's Chili™
- **Country** Sausage Gravy

Breakfast Hashbrown Bowl with Sausage and "Up" Eggs*

*PUBLIC HEALTH ADVISORY: EGGS, HAMBURGERS AND STEAKS MAY BE COOKED TO ORDER. HOWEVER, THE CONSUMPTION OF RAW OR UNDERCOOKED FOOD SUCH AS EGGS, HAMBURGERS, AND STEAKS WHICH MAY CONTAIN HARMFUL BACTERIA, MAY CAUSE SERIOUS ILLNESS OR DEATH, ESPECIALLY IF YOU HAVE CERTAIN MEDICAL CONDITIONS.

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HOUSE
Test Kitchen