

Rikkyo School advertisement Project sheet

* Group leader submit this sheet

Conditions to create the school advertisement

- 2minutes Web movie advertisement.
- Advertise "Rikkyo School" as a product.
- Aiming for the correct branding, consider the story of the advertisement.

(Don't tell good points of the school directly.)

- You can use ipad and imovie.
- The assesment point is "Is your story of the advertisement telling the purpose to viewrs?"

(Video editing skills are not assessed.)

- Make own catch phrase and use it in the advertisement.

Group M	Members
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① Target of the advertisement	
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② Reason for ①	
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③ What do you need to improve targets' motivation to purchase it?	
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④ Effective "Model of Rikkyo School in the advertisement" to achieve ③	
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⑤ Reason for ④	
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⑥ Catchphrase to tell ④ to viewers

⑦ The aim of your catchphrase

⑧ How to utilize Web movie advertisement as the media effectively?

⑨ The story and message of your advertisement based on comments upon