

# “Go Green” ADVERTISING CAMPAIGN PLANNER

Consumers are faced with a multitude of choices. Your task is to create an advertising campaign to educate consumers about the benefits of going green.

## WHAT MIGHT YOUR AD CAMPAIGN INCLUDE?

Advertising campaigns use a wide variety of ways to capture people’s attention and get their message across. These include posters, banners, websites, articles, music, dramatic skits, books, films, public service announcements, and television commercials.

### STEP ONE: RESEARCH

The most important part of planning an advertising campaign is learning about your topic. Each group is assigned a green topic to research. Below the group’s name is a list of excellent sites to use to begin your research.

#### Group One: Automobiles

- Hybridcenter.org  
<http://www.hybridcenter.org/hybrid-center-how-hybrid-cars-work-under-the-hood.html>
- Yahoo Auto “Upcoming Green Technology”  
[http://autos.yahoo.com/green\\_center-tech-fuel\\_upcoming/](http://autos.yahoo.com/green_center-tech-fuel_upcoming/)
- New York Times “Green Tech News”  
[http://topics.nytimes.com/top/classifieds/autos/topics/green\\_tech/index.html](http://topics.nytimes.com/top/classifieds/autos/topics/green_tech/index.html)

#### Group Two: Energy Sources

- American Wind Energy Association  
<http://www.awea.org/>
- Energy Information Administration “Solar Energy”  
<http://www.eia.doe.gov/kids/energyfacts/sources/renewable/solar.html>
- Exxon/Mobil “Energy & the Environment”  
[http://www.exxonmobil.com/Corporate/energy\\_climate\\_actions.aspx](http://www.exxonmobil.com/Corporate/energy_climate_actions.aspx)
- Alliant Energy Kids “Solar Power”  
[http://www.powerhousekids.com/stellent2/groups/public/documents/pub/phk\\_ee\\_re\\_001505.hcsp](http://www.powerhousekids.com/stellent2/groups/public/documents/pub/phk_ee_re_001505.hcsp)

### Group Three: Food

- National Public Radio “Restaurants Set Sites on Going Green”  
<http://www.npr.org/templates/story/story.php?storyId=7872679>
- The Daily Green “5 Easy First Steps to Going Green”  
<http://www.thedailygreen.com/going-green/latest/going-green-5-first-steps>
- Organic Farming Research Foundation  
<http://ofrf.org/resources/organicfaqs.html>
- Duke University Nicholas School of the Environment “DIY Sustainable Food Shopping Tips”  
<http://www.nicholas.duke.edu/nicholas/insider/thegreengrok/foodshopping>

### Group Four: Lifestyles

- PlasticsInfo.org “Where Does Your Recycled Bottle Go?”

[http://www.plasticsinfo.org/s\\_plasticsinfo/sec\\_level4\\_alt.asp?CID=551&DID=3407](http://www.plasticsinfo.org/s_plasticsinfo/sec_level4_alt.asp?CID=551&DID=3407)

- National Geographic “How Green Are Bamboo Clothes?”  
<http://www.thegreenguide.com/doc/ask/bamboo>
- Organic Consumers Association “Organic Lifestyle Expands Into Home Furnishings”  
[http://www.organicconsumers.org/articles/article\\_5682.cfm](http://www.organicconsumers.org/articles/article_5682.cfm)
- Stop Global Warming.org “The Promise of Green Paint”  
[http://www.stopglobalwarming.org/sgw\\_read.asp?id=1039575152008](http://www.stopglobalwarming.org/sgw_read.asp?id=1039575152008)

### Group Five: Architecture

- Cooper Hewitt National Design Museum “Design for the Other 90%: Shelter”  
<http://other90.cooperhewitt.org/design/?c=shelter>
- PBS Nightly Business Report “Building Green”  
[http://www.pbs.org/nbr/site/research/learnmore/080703\\_green\\_options\\_building\\_green/](http://www.pbs.org/nbr/site/research/learnmore/080703_green_options_building_green/)
- National Public Radio “Group Pushes for Rooftop Gardens”  
<http://www.npr.org/templates/story/story.php?storyId=1810947>.
- Ecopedia “Green Building”  
<http://www.thedailygreen.com/living-green/definitions/green-building>

## STEP TWO: CREATE THE CAMPAIGN

The next step is to create the campaign. To begin, think about different advertising campaigns that had an impact on you. What did you like about them? How did they get your attention? How did they use media? How did they

create an impact? How did they change your thoughts and opinions? Use this information as you create your campaign to help people realize the importance of going green.

You can create posters, banners, a website, an article, a piece of music, a public service announcement, a children's book, a dramatic skit, a television commercial, or any other idea that you think will convey your message.

Consider these questions:

- Who is your audience?
- What is the best way to reach them?
- How will you get your message across most effectively?

Use the space below to write a description of your advertising campaign.

### **STEP THREE: PRESENTATION**

Present your campaign to your classmates.

