

Advertising

2012 KSPA Regional Contest

Description

You are an advertising staff member of Ad Astra High School's newspaper, The Star. You need to create an ad for Frodo's Frozen Yogurt, a popular new frozen yogurt shop near your high school. It's a great place to celebrate after a game, a school event or just the end of the week.

School Info

Name: Ad Astra High School
Location: Aspera, Kansas
Mascot: Box Turtles
Enrollment: 850 (grades 9-12)
School Colors: Green & Gold
Yearbook: The Honeybee
Newspaper: The Star

Contest Info

This is a **carry-in** contest.

Computer use on this contest is **required**. Students may choose to use computer clip art for this contest.

Please attach **your assigned contest number** in the upper right-hand corner on the back of your entry.

Do not put your name on the entry. If you do, your entry will be disqualified.

Students are not to request help or advice from anyone other than the KSPA Executive Director. All work must be that of the contestant.

Assignment

You need to create an ad that is 7" wide and 8" tall. This Frodo's ad should feature "Frodo's Friday," a special 20% coupon to introduce Frodo's new flavors of the season. The ad may be submitted in color or black and white, and should be printed on 8.5 x 11-inch paper.

Also, Frodo's is a new business and needs a logo that will appeal to high school students. Your recommendations are needed. Include your suggested logo in the ad you create and on a separate 8.5 x 11-inch paper. You need to also submit a 50-word description of your logo design choices. Designs should be computer-generated and may incorporate clip art or other graphics to enhance the design.

Ad Elements

Frodo's would also like you to tell your readers that:

- Frodo's has 15 flavors of frozen yogurt, either low-fat or no-fat, and 42 toppings.
- Frodo's Freebies punch card gives you 1 free Frodo's with purchase of 10.
- Frodo's Friends gift cards are perfect for friends and family.

Advertiser Information

Frodo's is open seven days per week, from 11:00 a.m. to 10 p.m., and 11 p.m. on Friday and Saturday. Located in the Astra-dome shops at 1234 Ad Astra Place. Phone is 785-864-1234.

