

Advertising

2014 KSPA Regional Contest

Assignment

You need to create an ad that is 6 inches wide and 6 inches tall. The ad may be submitted in color or black and white, and should be printed on 8.5 x 11-inch paper. It should focus on the primary benefit for your audience.

Baker Boy Bagels is a new business in Clinton and it needs a logo and ad that will appeal to high school students. Design an ad that includes an original logo as well as benefits and elements included in the list below. Designs should be computer generated.

Potential Benefits/Ad Elements

Baker Boy Bagels would also like you to tell your readers that:

- its shop is only two blocks from Sunflower High School
- every day from 3 p.m. - 4 p.m. there is a bagel/drink special for \$2
- the drive thru is the perfect way to get your lunch fast
- bagel thins are on the menu for the calorie and carb conscious
- local owners are big supporters of Sunflower High School

Advertiser Information

Open seven days per week, from 6:30 a.m. to 4 p.m. Located at 4350 Mesa Drive, Clinton, Kansas. Phone is 685-331-5911.

Description

You are a member of Sunflower High School's journalism staff. Your editor has asked you to create an advertisement for Baker Boy Bagels, a new business in Clinton that its owners hope will become a favorite of the high school students.

School Info

Name: Sunflower High School

Location: Clinton, Kansas

Mascot: Mighty Buffalo

Enrollment: 800 (grades 9-12)

School colors: yellow and brown

Yearbook: The Sunflower

Newspaper: Sunflower News

Contest Info

This is a carry-in contest.

Designs should be computer generated. **All artwork and images used in the ad must be the original work of the student. Students may not use copyrighted or non-copyrighted art or other graphics taken from the Internet or other non-original sources.**

In ink, please write your assigned contest number to 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 must not request help or advice from any person other than the KSPA Executive Director. All work must be solely that of the contestant.

