

# Lesson 7



## *Promoting Nebraska*

**OVERVIEW:** Advertising is all around us. We see ads on television, radio, newspapers, billboards and the Internet sites we visit. Did you ever think about an advertisement for Nebraska? More and more we see that states and countries are developing advertising strategies so that businesses and tourists will become aware of the particular selling points of their state or country. Through this lesson, students will design a mini-advertising campaign to promote Nebraska. Students will utilize various advertising media in order to accurately hit their "target audience". This lesson will increase awareness of advertising, but more importantly, it will force students to investigate Nebraska's assets and compile this information into a usable, "marketable" format.

**ECONOMIC CONCEPTS:** The students will learn about:

1. international trade
2. economic resources

**OBJECTIVES:** The students will be able to:

1. recognize various forms of Nebraska advertising already being distributed to promote our state.
2. determine assets and aspects of Nebraska life which would be appealing in advertising.
3. develop a promotional campaign to sell Nebraska for tourism or attracting businesses in our global market.

**NEBRASKA STANDARDS:**

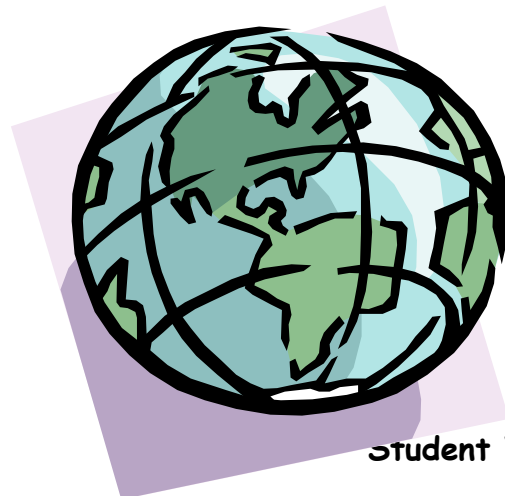
8.3.5, 8.3.6, 12.4.18, 12.4.24, and 12.4.27

**MATERIALS:**

1. Designing An Ad Campaign for Nebraska Student Worksheet
2. examples of current Nebraska advertising in various media forms
3. poster board, markers, scissors, VCR cameras, tape recorders, etc.

## PROCEDURE:

1. Start the lesson by showing students examples of tourism brochures from Nebraska and/or video clips if available. Showing other state brochures for comparison is also appropriate. Ask students if these could be used in international business. Why? Why not? Let students know they will be able to design their own advertising campaigns to promote the state of Nebraska.
2. Either spend time with students reviewing previously learned Nebraska Assets handout, from Lesson 2, or allow them time to do research to accumulate data to be used in their ad campaigns.
3. Pass out Designing An Ad Campaign for Nebraska and divide students into small groups. Have them read the worksheet and follow the directions. Let students have access to materials such as scissors, poster board, construction paper, glue, tape recorders, VCRs, etc.
4. As students finish, have groups present their campaigns to the class. To extend the concept, you might mail copies of the students' ideas to the Nebraska Bureau of Tourism or even to your local or federal Senators or Representatives.
5. An idea for an extension to this lesson would be to visit the Bureau of Tourism for the state or the local agency for tourism, chamber of commerce or visitor's bureau. Meet with a representative of one of these agencies or have them serve as a guest speaker to the classroom.



Student Worksheet



## Designing An Ad Campaign For Nebraska

You have been selected to design a campaign to promote Nebraska both nationally and internationally. Think about the ads you have seen on television and in print along with what you have previously learned about Nebraska. In an advertising campaign, qualities should be emphasized. They are colorful and easy to understand. Consider the following questions:

1. What assets and aspects about Nebraska would others find most interesting and appealing?
2. How can we increase awareness about our state?
3. How can we attract new businesses to locate in our state?

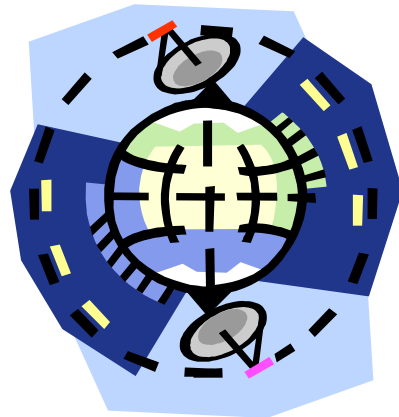
You must select 4 of the choices listed below. In addition you must have at least one from each category (Media, Graphic Arts, and Written).

### **MEDIA**

1. 30 to 60 second radio spot
2. 30 to 60 second television commercial
3. a full page newspaper advertisement
4. a full page magazine advertisement

### **GRAPHIC ARTS**

1. an outdoor sign or billboard
2. a bumper sticker and a button
3. novelties (key chains, cups, etc.)
4. a postcard
5. decorate a bulletin board in the classroom about Nebraska
6. design a T-shirt or sweatshirt with a Nebraska theme
7. design a poster about Nebraska that could be displayed in stores or in the halls of your school



### **WRITTEN**

1. a brochure advertising Nebraska
2. a newspaper story about Nebraska assets
3. a speech persuading businesses to locate in Nebraska
4. a 1 page magazine article on Nebraska assets

