

# 2020 Culminating Activity

## Situation:

DENTALCORP is a large multinational dental corporation in the business of cleaning and whitening teeth. Nathan Beyerle the Third, yes the Third, is the CEO and founder of this Fortune 500 Company and is looking to market his toothpaste to compete directly with Colgate and Crest. His toothpaste has a unique flavour (**you decide the flavour**), has superior whitening ability and is going to be targeted at people between 14-25. His company wishes to launch a full-scale advertising campaign and has approached various independent creative agencies with his ideas. The best advertising promotion will be given the job.

You and your group (up to five people) **are an Advertising/Creative Agency, not a dental corporation (YOU KNOW NOTHING ABOUT DENTISTRY OR HAVE ANY HISTORY OF TEETH CLEANING)**, and must come up with a unique, advertising campaign for DENTALCORP's new toothpaste. Complete and get me to mark each task as you are done. There are up to 6 tasks listed below. You must complete 1 more task than the number of people in your group. (if there are 5 people you must complete all 6 tasks)

### 1) Company Profile (Print off)

- Create a **fictitious** history for **your Advertising/Creative Agency**. (minimum two paragraphs, typed)
- Include information about the founders of the company, its beginning and main staff
- List other advertising projects that your company is advertising (make it up)
- Write a short proposal explaining the name you will choose for the toothpaste, the flavour, the benefits over the competitors and how it appeals to the target audience. (minimum two paragraphs)

### 2) 2 Logos (mark them on screen)

- Create logos for **DENTALCORP** and the **toothpaste** using Photoshop (5" x 5" @ 300 DPI, CMYK)
- Logos must be full colour and must still look good in Black and White.
- Logos must look good at all sizes (make sure small type or elements don't get lost)
- Logos must not include photographic elements
- Logos must be self contained

### 3) Full Page Magazine Ad (mark it on screen)

- Must feature the toothpaste or Tooth cleaning as the central focus
- Must be directed at your target market
- Must adhere to the elements of design
- Must be 8.5" by 11" at 300 DPI, CMYK

### 4) Audio commercial (mark it on screen)

- Create a 30 second Audio commercial promoting your toothpaste (Timing is very important)
- Must include music, SFX and pro editing
- Must be directed at your target market
- Full Script in proper Script format
- Sign up on audio room door.

### 5) Website (mark it on screen)

- Create a **very** short website of only 4 pages
- Include a picture of your toothpaste
- Brief description of your chosen toothpaste flavour
- All website elements should be saved in one folder and follow web rules

### 6) Flash Animation (mark it on screen)

- Create a short Flash Animation
- 10-15 seconds with the toothpaste logo and the DENTALCORP logo at the very end.
- Includes at least 5 motion tweens and frame by frame animation.

I will **not** chase you down for each piece if I don't see it, I don't mark it. It is up to your group to present the tasks of your assignment to me. This project is worth 15% of your overall mark and is due **Tuesday, Jan 21. Failure to hand in the project will result in a failure of the project. Treat this project with the same care as you would an exam. NO EXTENSIONS.**