

Advertisement for Canada Rubric

Name: _____

Components	Advertising Plan Includes	✓	Mark
Visual	-Visual that demonstrates a picture representation that will convince people to come to Canada		/6
	Visual is clear and related to content		
	Visual incorporates an advertising strategy (heart strings, emotions etc.)		
Slogan	A short slogan to hook people's attention and be something memorable within the visual		/2
Main points (Persuasive writing piece)	• At least 3 main points outlining WHY people should come to Canada (see pull factors sheet if you need ideas). This can go on your visual and in your paragraph. • A brief explanation of WHY you made your ad the way you did (what made you choose that picture, that slogan etc.). Also, WHERE would you place your ad ? (what platforms?)		/10
Writing	Correct spelling, grammar, and punctuation throughout		/2
	Total score		/20

Pull Factors That Attract Immigrants to Canada

Jobs:

- Many job opportunities to help families earn money.

Good Schools:

- Free public schools where children can learn and grow.

Healthcare:

- Doctors and hospitals help people when they are sick.

Safety:

- Canada is known as a safe place to live.

Freedom and Fairness:

- People can share ideas and practice their beliefs.

Family Reunification:

- Families can live together again.

Multicultural Communities:

- People from many cultures are welcomed.

A Better Future:

- Children have opportunities for a happy and successful life.

- **Examples of Places you might display your advertisement:**

Social Media Digital Platforms: Facebook, instagram, tik tok

Streaming Platforms: Youtube, Netflix, Disney +

Billboard in another country

