

Name \_\_\_\_\_ Navigating The World Of Online (Mis)Information  
**Lesson 5: Practice Identifying the Features That Make Misinformation Believable**  
**Activity: Digital Advertising Campaign Creation**

Digital advertising has transformed the way brands connect with their audiences. As critical consumers (and potentially future advertisers!), it's crucial to understand and use various digital advertising strategies effectively. This assignment aims to give you hands-on experience in creating a digital advertising campaign for a company detailed in these [case studies](#).

**Task:** In pairs, you are to act as a digital advertising agency. Your task is to create a comprehensive digital advertising campaign for a fictional company provided in your case study. The campaign must address the problem the company is currently facing and should align with its brand values and target audience. You'll present your unique digital advertising campaign to the class.

**Intent:** The purpose of this assignment is to engage in creative and critical thinking to develop a targeted digital advertising strategy. You will employ techniques such as targeted advertising, retargeting, native advertising, influencer marketing, product placement, SEM, email marketing, branded content, and gamification.

**Criteria:**

Your digital advertising campaign must address the following points:

- **Campaign Theme:** The overall theme of your advertising campaign. How it aligns with the brand's values, the target audience, and the problem the company is facing.
- **Ad Descriptions:** Detailed descriptions of each ad in your campaign, including the two sample ads you've created and explanations for the rest. Discuss the content, design, and purpose of each ad.
- **Advertising Techniques:** The digital advertising techniques used in your campaign and why these techniques are suitable.
- **Platform Selection:** The digital platforms you've chosen to display your ads on and provide a justification for each.
- **Target Audience Engagement:** How your campaign and ads are tailored to engage with your target audience effectively.
- **Problem Resolution:** How your campaign addresses and aims to resolve the company's problem. Provide logical explanations and potential outcomes.

- **Ethical Considerations:** The ethical implications of your advertising campaign and how your campaign strategies weigh the pros and cons and align with ethical expectations.

### Things to Consider:

- **Creating Content:** You should create ads - including copy and digital layout for two digital ads to provide a sample to your "client" and simply describe the rest.
- **Choosing Platforms:** Advertisers choose platforms based on the target audience, the nature of the content, and the platform's overall reach and demographic. Some platforms are more suitable for certain types of ads and certain target demographics.
- **Addressing Ethical Considerations:** Ethical considerations could include issues of data privacy, transparency in native advertising, potential negative effects of retargeting, the appropriateness of content for the target demographic, and more. Always consider how you balance the effectiveness of your campaign with ethical standards in advertising.
- **Format:** The presentation should be visually engaging. Use slides to showcase the sample ads you've created and to summarize the key points of your campaign strategy. You can use tools like PowerPoint, Google Slides, or other presentation software.
- **Presentation Content:** Begin by introducing the fictional company and the problem it's facing. Next, explain your overall campaign theme and present your sample ads. Then, go into detail about your advertising techniques, platform selection, audience engagement strategies, and how your campaign resolves the company's problem. Don't forget to address the ethical considerations and explain why the pros of digital advertising outweigh the cons for the company you're creating the campaign for.
- **Style:** Both your ads and presentation should be professional and well-rehearsed. Speak clearly and confidently. Remember, you are acting as an advertising agency pitching your campaign to a client, so be persuasive.