



Selling the Bill of Rights

Congratulations! James Madison has hired our class to sell the Bill of Rights to the United States of America. With the signing of our first client, we are now in the Advertising Business!

Setting: As a class, we have been hired to create a marketing campaign for the 10 Amendments proposed in the Bill of Rights. As the head of the advertising agency, I have decided to pair you off to work on one of the amendments.

Task: Students must work with your partner to create an effective marketing campaign for your individual amendment. Note: An effective marketing campaign should clearly show your understanding of the amendment!

- **A Snappy Slogan** - create a slogan to encapsulate your proposed amendment.
[example: Once you pop, you can't stop; A diamond is forever, Melt in your mouth, not in your hands; Be all that you can be] Think of a Jingle that could be sung or easily recognized at rallies across the United States of America!
- **Target Audience** - Who is most likely to be affected by the amendment? Why?
[example: Teenagers? Adults in their 30's? Southern farmers? Lawyers?]
- **Print Ad** - create a print ad/or an iMovie ad to run alongside *The Federalist Papers* that would entice your target audience to support the Bill of Rights.

Have fun and GOOD LUCK! You will present these to our agency on Wednesday, December 5th!!