# Design a political advertisement

Your task is to develop a political advertisement showcasing a political party’s platform and policies as part of an election campaign.

The purpose of the advertisement is to capture the votes of Australians with similar values and goals.

Audience

Political parties target specific groups of voters with different types of advertising.

Who will you target with your advertisement? You may wish to target voters in your school’s electorate or another electorate you are familiar with. Based on your class discussions, consider what type of advertising campaign could best suit this audience.

## Type of advertising

What type of political advertising will you create? Will it be an audio or visual advertisement?

The political advertisement could be:

* a short video
* a social media post
* a poster or roadside corflute
* a brochure or newsletter for a letterbox drop
* a ‘sound bite’ for radio with a catchy slogan or saying
* branded merchandise such as t-shirts, badges and stickers
* a script explaining what the political party stands for to be used by candidates when meeting their constituents (the people in their electorate who can vote for them)

## Things to consider

Political advertising can focus the viewer’s attention by:

* promoting the candidate and their personal qualities
* reinforcing the strengths and ideas of the political party
* appealing to the values and beliefs of the voter themselves
* drawing attention to the weaknesses or shortcomings of the opposing political parties

## Design brief

Use this table to help you plan your advertisement.

|  |  |
| --- | --- |
| Who will the ad target? |  |
| Where will you put the logo for your political party? |  |
| What colours will you use? |  |
| What will be the setting for the ad? |  |
| What slogans will you use? |  |
| What will the key message be? |  |
| How will the ad convince voters to vote for the candidate or party? |  |

Roles

Use this table to allocate group member responsibilities. Depending on the size of your group, some roles may need to be shared. It is still the responsibility of all team members to contribute to the creation of your political campaign.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Role** | **Party leader** | **Chief advisor** | **Campaign manager** | **Public relations officer** |
| **Tasks** | Face of the campaign.  Final decision-maker.  Presents the ad to the class. | Writes the design brief.  Checks that the ad includes all necessary information.  Ensures the ad is targeting the right audience. | Makes design decisions to create the ad.  Listens to advice from other members of staff. | Suggests ideas for slogans and written elements of the ad.  Writes a short speech explaining why the ad will persuade the target voters. |
| **Group member** |  |  |  |  |