

Project Activity Log

Learner Name _____ Learner number _____

Centre Name _____ Centre Number _____

Unit Name Project Unit number P301

Teacher Assessor _____

Proposed project title What makes an effective advertising campaign nowadays?

This form should be used to record the process of your project and be submitted as evidence with the final piece of work.

You may want to discuss:

- what you have done (eg, from one week to the next)
- if you are working in a group, what discussions you have had
- any changes that you have or will need to make to your plans
- what resources you have found or hope to find
- what problems you are encountering and how you are solving them
- what you are going to do next

Date	Comments
------	----------

9/3/18	<p>Not sure yet on choice of question, maybe an Advertising project? Impact/effects of advertising? Music? Impact of languages on the world. Then started looking into and thinking about possible questions such as:</p> <p>Social media, how much difference does it make nowadays with social media sites like Instagram or Facebook. Does it affect their audience, more targeted on the youth. Different types of advertising that could be used in everyday life. New designs to attract youth? How do smaller brands advertise effectively so that they can grow their business. How big is the impact of aesthetics in packaging? Ones it make a big difference?</p> <p>Look at Advertising campaign for a product eg. Nike? - impacts of advertising online on social</p> <p>possible companies to look into: Nike, Adidas, food companies?, Cosmetics, stationery-encouraging education?</p> <p>-design packaging to appeal to youth</p> <p>-use social media like Instagram, Snapchat, Facebook,</p> <p>-advertise via other apps, eg. Trainers for Nike through a football game?</p> <p>-when to advertise things? I.e. school holidays, people more likely to use their phone?</p> <p>I am finding it very difficult to decide on a set topic which means that i'm spending longer choosing my title and hence not keeping up with the set milestones completely, however I will catch up to them soon.</p>
--------	--

15/3/18	<p>Started looking into which companies have done really good adverts in the past and how much they've been affected by facebook and other social media sites and their increased impact on advertising, trying to narrow it down to an appropriate title.</p>
20/3/18	<p>Narrowed down my question to 'What makes an effective advertising campaign nowadays?', this took longer to narrow down than it should have done but after looking into lots of different things I feel like the question is appropriate.</p>
1/4/18 7/4/18 14/4/18 21/4/18	<p>Roughly wrote my introduction, still not certain on my title so will come back to it in the future. I also collated and researched quite a lot of information to begin literature review, I am also hoping to find some articles that specifically tell me about which factors they believe make an advert effective but am yet to come across them.</p>
28/4/18	<p>Properly started literature review-decided that I also need to focus my question more and choose a certain angle to the project, leaning more towards the effectiveness of adverts and their impact on society. I started by writing about what advertising is and how it can be defined, there were many different definitions so it was interesting to see the different perspectives but also slightly harder to choose the best, in the end I went for Wikipedia's definition and the Advertising Association of the UK.</p>
4/5/18	<p>Spoke with Dr ----- about focusing my question. Then found the book 'Zag' and read that, this took a while, I then wrote over about what I read and the key parts of the book</p>

	that I believed to be important, the book also had quite an emphasis on social media and technology and how adverts have changed and developed and how branding goes hand in hand with advertising.
5/5/18	Researched the theories of advertising, I found three key ones but it was quite difficult to find this information because there are few very evident ones its many peoples different theories. I found researching the advertising theories tough because there were no set, main ones that I could find on certain articles or journals but I eventually settled for ones that were mentioned on a few different websites.
6/5/18 7/5/18	Adding and editing citations, spent a while in previous weeks looking at the internet and different websites, so I have moved on and currently looking at many more different sources such as articles or journals on jstor and google scholar because I do not have many different sources. Also I wrote a section on types and forms of advertising and I have decided that there are many different ways of advertising and therefore this complicates looking at their effectiveness because the factors can be different for example separate example. This is something I must be wary of in the future.
8/5/18	Firstly I added a paragraph on 'adapting', I also wrote about half a page on how measuring the effectiveness of adverts is changing using advertising researcher Kirsti Rogers view, found out that it is not all about using quantitative techniques to determine what is right. Continuing to look at sources and sorting out citations and footnotes, establishing how to do them.
15/5/18 16/5/18 20/5/18	I wrote a section titled 'What makes an advert effective?', this was mainly to collate all my main thoughts and also help me to establish the exact features I wanted to evaluate. It was quite a difficult process to narrow all the points down to the most important. I used a variety of people's opinions to help me with this research such as Rosser Reeves' and David Ogilvy's.
25/5/18	I spent quite a long time looking at the importance of effectiveness of adverts and I found 3 journals that helped me in writing this section. However I did find it difficult to cite these sources. This did help me to establish some possible features in the effectiveness of adverts. I finished this off and concluded my literature review.
27/5/18	I reread my literature review and changed some sections from note form to paragraphs and made sure it made sense and didn't have any big errors. I thought about the main key points and added a summary of what points I think make an advert effective ultimately and what others have been mentioned that i don't agree with.

29/5/18	I began to look at the type of adverts I wanted to research into and the good examples I could use. I also thought about and wrote a section on what actually makes an advert effective and how we can tell that because that is very difficult to establish, it was difficult to narrow down adverts to evaluate though because there are many good examples.
5/6/18	The first example I wanted to explore was the advertising campaign of Donald Trump and analyse its effectiveness, I also looked into the idea that Trump paid more for adverts and hence that led to him winning the election, I did find that that probably wasn't the case in the end.
7/6/18	I wrote about my second example of Logic's song, this was very interesting because it's much more related to modern day and the use of videos or songs. I continued to analyse it and see what makes it effective and if it is effective, it was easier to analyse its effectiveness because it had stats to back up points.
6/10/18	I found another example of Procter and Gamble's advert, this I found was slightly different because it was not actually a campaign advertising their brand or a product of theirs, it was purely to raise awareness of a certain racial discrimination so it was very different to analyse because obviously the effects aren't seen through profits or impact on sale.
2/9/18	I continued with my discussion and wrote about the much loved and anticipated John Lewis adverts, much like all the other examples I researched how it has been effective and whether it fits in with the factors I established as the main factors making an advert effective.
5/9/18	I wrote about my final example of the Dumb Ways to Die advertising campaign and what has made that effective, I analysed the campaign itself and its motives and what the outcome has been following the video. I also added a bit at the end of my discussion summarising the points I decided were most important.
7/9/18	I started reviewing my discussion, correcting any errors and making it more clear and easy to read. I considered restructuring the discussion completely but then decided against it because I didn't know a better way. I also decided to add a bit more to the end of each case study talking about the specific factors.
22/9/18	I reread my discussion and processed all the information I have found out about the various different examples and looked the factors that I decided were the main ones in the effectiveness of campaigns. By looking at this and also my literature review I gathered an idea of what I wanted to write in my conclusion and started to piece it together.
3/10/18	Wrote down the summary of the points I believe make an advert or campaign effective, at the start of my conclusion, also mentioned the things one must consider when critiquing an advert. I went on to finish my conclusion.
10/10/18	I reread my project and started thinking about evaluating the project and what I found out by doing it, and then completed the evaluation. I believe it has been going to plan up until this point and I am happy with what I have so far produced.

29/10/18	After finishing my evaluation, I went back to write my introduction as it is easier to do after completing the project and finding out everything I wanted to, this was manageable and I wrote it relatively quickly.
29/10/18	I finished writing my abstract which finished off my first draft meaning that I caught up with the fifth milestone and completed my rough first draft of the project which I am pleased with after falling behind slightly previously.
14/01/18	Read through my entire project, corrected citations, checked the bibliography, double checked grammar and general presentation of project. I am pleased with what I have produced and am happy to hand it in.