**Visit the following URL’s & list the company that is listed:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Website Address** | **What type of website do you think you will end up at** | **Where Does URL Actually Take You** | **Why is this URL a Potential Problem** |
| [www.speedofart.com](http://www.speedofart.com) |  |  |  |
| [www.choosespain.com](http://www.choosespain.com) |  |  |  |
| <http://childrenswear.co.uk/> |  |  |  |
| <http://www.alterscrap.com/> |  |  |  |
| [www.ellen.com](http://www.ellen.com) |  |  |  |
| [www.ravens.com](http://www.ravens.com) |  |  |  |
| [www.itanimulli.com](http://www.itanimulli.com) |  |  |  |

Visit the following website and answer the questions below regarding different meanings in different cultures:

<http://www.empower-yourself-with-color-psychology.com/cultural-color.html>

|  |  |  |  |
| --- | --- | --- | --- |
| **Color** | **Country #1:**  **USA or Western** | **Country #2:**  **China or Eastern** | **Country #3:**  **Random** |
| **Red** |  |  | South Africa: |
| **Pink** |  | Feminine | Belgium: |
| **Orange** | Affordable / Inexpensive Item |  | Netherlands: |
| **Yellow** |  |  | Greece: |
| **Green** | Money & Jealously |  | Indonesia: |
| **Blue** |  | Immortality; associated with pornography, feminine color | Korea: |
| **Purple** | Royalty, wealth & Fame;  Military Honor |  | Brazil: |
| **White** | Purity & Cleanliness |  | India: |
| **Black** |  | Color for young boys | Africa: |
| **Brown** | Down to earth, practical, |  | Nicaragua: |
| **Magenta** | Creative, Innovative, & Artistic |  | Netherlands: |

Visit the website: <http://www.cyborlink.com/besite/>& list five other countries and one “Fun Fact” regarding them.

|  |  |
| --- | --- |
| **Country** | **Custom, tradition, ritual, or other interesting fact pertaining to Culture Chosen** |
|  |  |
|  |  |
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**Social Media Branding**

Use your phone to search companies who use Instagram Video & Vines to promote their product. Compare two brands and by examining the following:

|  |  |  |
| --- | --- | --- |
| **Category** | **Company #1:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Company #2:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| More Entertaining |  |  |
| Brand Name Impressions: How often did the brandmark appear in video? |  |  |
| Clarity of Message:  What was the video trying to express? |  |  |
| Quality of Video |  |  |

**Find a Company that has conducted a contest requiring user input on both Instagram & Vine. Can be same or different company. Write the company, contest rules, & prize in space below.**

|  |  |  |
| --- | --- | --- |
|  | **Instagram Company:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Vine Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Contest Rules** |  |  |
| **Contest Prize** |  |  |

**Do you think these types of promotions are Effective Ineffective**

**Explain your answer in terms of brand recognition, competitive advantage, promotional spending, & increased sales.**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Assignment: Due Friday By Start of Class. Point Value: \_\_\_\_\_/50 pts**

***Worksheet is worth 15 & Option 1, 2, or 3 is worth 35 points.***

Option I: Create a Vine video promoting a specific brand of your choosing.

Option 2: Create an Instagram Video promoting a specific brand of your choosing.

Option 3: Write a 1 page paper distinguishing between the two methods of advertising.

Paper is typed, 1” Margins, Size 12 Times New Roman Font, & is single spaced. It should provide a clear understanding of what this method of advertising is; how it is utilized by brands, why social media is important to advertisers, where you see it going in the future. Your personal opinion on social media advertising should be included in the closing paragraph.

Option 1 & 2 can be done in groups of 2 or 3. If you choose to form a group of 4 you must do both Option 1 & Option 2 in order to earn credit.

**Videos earn full credit if the following is accomplished:**

* Brand is clearly identifiable

* Filming reflects vibe of social media platform but is still effective in advertising intended product
* There is a point to your advertisement. Even if it is just adding recognition to the brand name you are using.
* Video meets time requirement of platform used.
* Video is uploaded to either an Instagram or Vine Account.
  + You can take down video once it is graded but it must be viewed from that social media site