WELCOME TO HOGSMEADE!

Your task is to create an advertisement for a shop in the village of Hogsmeade. Your advertisement should be visually appealing to attract customers to your shop and should also include the following key pieces of information:

- The name of your shop
- What you can buy/do there
- What makes your shop unique
- Some examples of items and their prices
- A catchy slogan

Time to Brainstorm!
What are some examples of shops that you might find in a wizarding village? Brainstorm some ideas here:

Your advertisement must stand out from the others around it to entice the public to choose *your* shop. How will you accomplish this?

Which group of wizards and witches does your shop cater to? How will your advertisement reflect this **target audience/demographic**?

Once the advertisements are complete, they will be displayed around the classroom. You will be given a fixed budget and will only be able to spend money at a restricted number of shops. Which ones will you choose? The advertisement that attracts the most buyers will win 50 points for their house!

HOGSMEADE ADVERTISEMENT RUBRIC

	1	2	3	4
Knowledge & Understanding	Advertisement displays a limited number of the elements as specified in the assignment.	Advertisement displays most of the elements as specified in the assignment.	Advertisement does a good job of displaying all the elements of an advertisement as specified in the assignment.	Advertisement does an excellent job of displaying all the elements of an advertisement as specified in the assignment
Thinking	Advertisement does little to attract people to the shop.	Advertisement attracts people to the shop in some way.	Advertisement creatively attracts people to the shop.	Advertisement creatively and effectively attracts people to the shop.
Communication	Advertisement is crumpled or messy. It is lacking in visual appeal. It contains many errors in spelling/grammar.	Advertisement is neatly and clearly presented. It is somewhat eye-catching but contains some errors in spelling/grammar.	Advertisement is neatly and clearly presented. It is eye-catching and contains minor errors in spelling/grammar.	Advertisement is creatively and clearly presented. It is eye-catching and contains no errors in spelling/grammar.
Application	Advertisement suits target audience in a limited way.	Advertisement suits target audience in some way.	Advertisement suits target audience.	Advertisement caters effectively to target audience.

HOGSMEADE SHOPPING DAY:
REFLECTION QUESTIONS

1. What part of your advertisement were you most proud of? Why?

2. What elements did you include in your advertisement to entice customers to spend money in your shop?

3. What were some of the factors that you considered when determining where you would spend your money?

4. Advertisers sometimes try to trigger our Core Beliefs in order to make us believe that we "need" their product to be happier in some way. Can you think of any real-life examples of this?

5. How should we respond to the implied messaging in advertising?