

## Community Advertising - Original (Includes Field Work)

30pt Final Project: 25pts for the report and 5pts for the presentation

For this final project, you will work in groups of four or five to profile a Chicago neighborhood and analyze the advertising found within that community. To be successful in this assignment, you will need to **research** your assigned neighborhood, **interview** residents and **photograph/categorize** ads found in various locations throughout the community, such as bus stops, billboards, or on buildings. This project is broken down into three sections, with the first two being worth 5pts each and the final section (advertising analysis) worth 10pts. In addition to a written report, you will have a maximum of 7mins in class to present the highlights of your project, such as a bit of your demographic information, a sample interview and a heavy emphasis on some of the ads you photographed. Your presentation will be worth an additional 5pts and should include images to support your statements.

## Formatting Requirements

All reports should use the following formatting:

- PDF Format
- 12-point Times Font
- Text in any Tables and Figures is no smaller than the equivalent of 10-point Times font
- 1in Page Margins (keep all Tables and Figures within the stated 2.54cm/1in page margins)
- Avoid jargon – use space to convey information clearly and succinctly.
- **Single Line Spacing, no bullet points unless necessary or to break up important details**
- **No** cover page, title page, or table of contents
- **No** footnotes or works cited page; instead, use hyperlinks to link to sources
- For presentations: no more than 7mins long to present and include information from each of the three sections of your report.

Your project should include the following:

### **Section One: Community Profile**

- a. An introduction of the history and major places/spaces members frequent in the community
- b. Demographic data of residents, including average income, education, race/ethnicity, etc.
- c. Demographics of the neighborhood, including schools available, school ratings, cultural or educational opportunities available (i.e. parks, libraries, museums, zoos, malls) – be sure to describe the condition of these facilities, average rent cost (list two available rentals), average home cost (list two available homes for sale or rent). The information below can be included as bullet points.

- i. How many liquor stores and bars are in this neighborhood – where are they located?
  - ii. How many cafes are in the neighborhood?
  - iii. How many exercise/training facilities are available?
  - iv. What major grocery chains are in the neighborhood and where are they located?
  - v. What healthy eating options are available? What fast-food restaurants are available?
  - vi. What (if any) major department stores are in the neighborhood (example: Target, Walmart, Marshalls)? How many and what kind of small businesses are there? Must be in the boundary of the neighborhood.
- d. Cost of Living: visit a grocery store that many of the residents frequent and price the cost of the following items: a loaf of bread, a gallon of milk, a dozen eggs, a box of cereal, one pound of ground chuck, a bag of apples, and a box of detergent. The totals can be listed as bullet points.
  - e. Once a community profile is complete, discuss with your team the aspects that stand out to you most. Describe the ‘**perceived value**’ of living within this neighborhood (every neighborhood has a value associated with living there).

## **Section Two: Stakeholders and Tribes**

- a. Identify three major stakeholders within the community and what their vested interest may be within the neighborhood?
- b. Identify three tribes within the community that are different than the stakeholders listed above. What is significant about how these tribes fit within the community?
- c. Interview at least five residents and discuss their responses to the questions below. You must take a photo and gain additional information (name, age, occupation, contact information) to incorporate into your paper/presentation. Here are the suggested questions to ask (you may add to this):
  - i. How are you involved in this neighborhood? Do you live *and* work here? Do you spend much time outdoors or in community spaces (gyms, centers, etc)?
  - ii. What do you love about living here? What could be improved about this community?
  - iii. What ads do you notice in this neighborhood? Where do you see ads placed?
  - iv. How do you feel about the ads that are put up in this community? Do you think they represent the needs and wants of people here? (Note: sometimes people do not notice advertisements. If they don’t try to find out what they feel could be promoted there that would help the neighborhood)

### Section Three: Advertising Placements

- a. Find **15 examples** of ads in the community. These must be ads placed outside (i.e. may not be from a newspaper, located in a retail store or online). If you photograph ads at transit stops (i.e. bus stops) you may only photograph permanent ads, such as those on the actual bus stop, and not ads that are placed in or on transit vehicles.
- b. For each ad, identify the following:
  1. *Where is it located?* (bus stop, billboard, on a building, train station).
  2. What is the significance of the location it is placed in?
  3. *What is it selling?* What type of ad is this (food, retail, television programming, live event, etc.)?
  4. *Who is it targeting? How is it positioned?* Be very specific here. Think about the images and language used.
  5. *How much is the item?* If there is no cost, what is the inherent cost/value? For example, an ad may promote cable or cell service without a price listed, but you can discuss the cost of the service or if that brand is considered high or low value. *Does the pricing match the profiled demographics of the community?*
- c. *Finally, discuss how this collection of ads fits or doesn't fit within the community based on the profile you completed and the interviews you conducted.* You could think about the 4Ps: product, price, place, and promotion. Relate it back to the demographic information or perceived value. Discuss what your group believes may be important for advertising and marketing teams to consider before placing print/digital ads in varying neighborhoods.