



# Our land. Our stories.

Create a campaign.

Share our greatness •



*You have defined the elements of Physical Geography (Bodies of Water, Landforms, Vegetation, Animal Life, Climate, Human-Made)*

*You already know about the regions of Canada/Alberta.*

*You have studied each region differently, and represented your learning in Visual Journal Pages (Which will be an excellent Resource!)*

*Now, you get to become a marketer and represent your learning in advertisements that are completely your own!*

*Let's begin by looking at truly outstanding examples of advertisements!*

4 CASE STUDIES.

1 TV.

1 DRINK.

1 PROVINCE.

SOME SHORTS.

**\*\* Stop at 2:18! \*\***



Why might they have done this?

Think: *Emotion*  
Think: *Concept*

Problem: Sony was selling a TV that was much more advanced than anything in homes. Here's what they did...



# SONY BRAVIA

“WE WANTED TO HARNESS A POINT ABOUT COLOUR, SO IT WAS important to not just show colour, but to feel colour as well”



# SONY BRAVIA

## WHAT CAN WE LEARN?

- OPTED TO SELL **EMOTION**, RATHER THAN TECHNICAL ASPECTS
- EMBRACED THE **CONCEPT OF COLOUR**
- THEIR ADVERTISEMENT IS A FORM OF **ART**
- **What else?**



What did they do next? Scan the QR Code to find out!

# Coca-Cola

“We wanted to create something unexpected and unique for a brand that had a long history of great commercials.”







Problem: "Create a new mythology for Coca-Cola that would reawaken the love we all shared for the brand at one time."

HAPPINESS  
FACTORY

# Happiness On the Go!

Download Uplifting Hit Single  
at [www.coke.com](http://www.coke.com)

Why might they have done this?

Think: *Emotion*

Think: *Concept*





# Coca-Cola Happiness Factory

What have we learned?

- OPTED to SELL the **EMOTIONS**
- CONNECTED to PIXAR (POPULAR at the TIME of RELEASE)
- EMBRACED THE **CONCEPT** of **HAPPINESS**
- EXTENDED THEIR ADVERTISEMENT to also be: A MOVIE, A DOCUMENTARY, A SONG
- **What else?**



# Billabong

SUMMER IS SHORT BUT FUN. How would you sell shorts year round?



# Billabong

Before Watching:  
What problem do they  
have?

Why might they have  
made this?

Think: *Emotion*

Think: *Concept*



\*\* Stop at 42 seconds \*\*





# Billabong

## WHAT CAN WE LEARN?

- OPTED TO SELL the **EMOTIONS** CONNECTED TO A LIFESTYLE
- EMBRACED THE **CONCEPT OF SUMMER**
- THEIR ADVERTISEMENTS INVITED USERS TO PARTICIPATE (QR CODES, PHOTO SUBMISSIONS)
- **What else?**



# Travel Alberta

(remember to breathe)

*“The (remember to breathe) brand campaign is continuing to help fulfill Travel Alberta's mission of creating compelling invitations to our province.”*

Why might they have done this?

Think: *Emotion*

Think: *Concept*



Based on an insights that Free Spirit travelers crave ‘**goosebump moments**’ but have **little awareness of our province**, Travel Alberta redefined provincial tourism advertising. Alberta’s core promise of authentic experiences in breathtaking landscapes translated into an idea called (**remember to breathe**), and a beautiful campaign that celebrates the **shared moments travellers long for**.

[-C & B, Alberta Travel Brand](#)





Think: *Emotion*  
Think: *Concept*



**Authentic  
experiences  
in breathtaking landscapes**

*Alberta*  
Canada 

(remember to breathe)



Think: *Emotion*  
Think: *Concept*



