



The Entertainment Capital of L.A.™

# ADVERTISING PROMOTIONAL KIT LESSON PLAN

Duration:

INTO SEGMENT:

Teacher's Discretion (5-7 Days)

THROUGH SEGMENT:

Universal Studios Hollywood visit (1 Day)

BEYOND SEGMENT:

Teacher's Discretion (5-10 Days)

Objective : Students use critical and creative thinking skills to research and develop an advertising promotional kit.

Materials: Storyboard Jurassic Park® – The Ride For Television Advertisement Work Sheet – page 3  
Camera, Notebook, Sketch pad or Drawing paper, Pen and Pencil, Universal Studios Hollywood Park Map–  
(Obtain at entrance or inside theme park)

## INTO ACTIVITY

Introduce the elements and purpose of an advertising promotional kit. An advertising promotional kit introduces to consumers a new attraction, performance, or product. The "Promo Kit" is used to attract business. It should relate the excitement, uniqueness and special qualities of the product being introduced. Elements of a Promotional Kit may include:

- A storyboard for a television commercial. Scripts for television and radio spots.
- Billboard artwork. The billboard must be read in no more than 8 seconds (1 second per word).

Artwork should be in a quick-read format.

- Newspaper and magazine advertisements. Research local newspaper and magazines for ads. An advertisement should be eye-catching.
- Brochures for distribution to consumers and to travel agents. The brochures contain a description with photos or drawings; the location (with a map); corporate sponsors; and phrases that relate to the new attraction, performance or product.

Students review the Storyboard Activity page 3. Students form cooperative advertising teams. Each member of the team is assigned a designated element of the promo kit to complete. All members of the team are responsible for their part of the overall project.

## PROMOTIONAL KIT

### THROUGH ACTIVITY

At Universal Studios Hollywood<sup>SM</sup>

Students obtain a Studio Map at Universal Studios Hollywood. After selecting the attraction, performance, or activity their team plans to advertise, students take photographs, draw sketches, and take notes for their promo kit.

Materials needed on the field trip:

- Camera
- Notebook
- Sketch Pad or Drawing Paper Pen and Pencil
- Universal Studios Hollywood Map (obtain at entrance or inside park)

The team stays together while researching the subject of their promotional kit. Members check their information with each other before separating to visit other attractions.

### Classroom Assignment

Using notes, photos, diagrams and pictures, the teams collect their research and assemble a promo kit. The kits must contain all elements before submitting to the employer (teacher). The suggested time frame for this project is approximately three weeks (including the field trip).

### BEYOND ACTIVITY

Students create and advertise their own attraction, performance or activity. Using one element of the advertising promotional kit, such as a brochure, or a storyboard, students create a fictional advertising campaign.

### ASSESS STUDENTS

Measure your students understanding of the subject.

Suggested Methods: Questions & Answers among the students. Students write a paragraph describing their trip, written test, verbal report, team assessment report.

### IT'S A WRAP - EVALUATION

Review and evaluate your students success in meeting the objectives for this lesson.

### CRITIC'S TABLE

Collect various types of different advertising materials and have the students create a new campaign for the product and present it to the class.

# STORYBOARD JURASSIC PARK®—THE RIDE FOR TELEVISION ADVERTISEMENT



## Voice-over script for Jurassic Park®—The Ride

### Television advertisement

TITLE COMES ON AS DRAMATIC MUSIC BUILDS.

TITLE CARD: Acrophobia.

ANNOUNCER: Acrophobia. Fear of falling from great heights.

FLASH OF RIDERS PLUNGING. SFX: SCREAMS. MUSIC CONTINUES TO BUILD THROUGHOUT.

TITLE CARD: Hydrophobia.

ANNOUNCER: Hydrophobia. Fear of water.

FLASH OF RIDERS SPLASHING AN ENORMOUS AMOUNT OF WATER.

TITLE CARD: Carniphobia.

ANNOUNCER: Carniphobia. Fear of being eaten alive.

WE SEE THE EYE OF THE T-REX, RAPTORS AND OTHER DINOSAURS LUNGE AND ROAR.

MUSIC CRESCENDOS. A DINOSAUR LUNGES, TRANSFORMS INTO JURASSIC PARK LOGO.

SUPER: Jurassic Park-The Ride. Universal Studios Hollywood.

ANNOUNCER: Jurassic Park-The Ride. Only at Universal Studios Hollywood.

## Example storyboard grid
