

Introduction to Strategic Communication



Assignment #5 GAME: Applied

Objective

This assignment will incorporate the previously discussed topics of stakeholders, research, strategy, and process, along with the soon to be introduced topic of branding.

Challenge

Choose one digital advertisement for a good or service found on www.moat.com. Using the GAME model (Goal-Audience-Media-Evaluation) as a guide, answer the following questions:

- Goal:** What is this advertisement trying to accomplish?
 What measurement(s) could be used to determine its level of success?
- Audience:** Describe the primary target audience for this message. If there is a secondary audience, describe it as well.
- Message:** Describe how this message used verbal and visual elements.
 Describe the channel (Internet) used to deliver this message.
- Evaluation** Will this message be successful? Using critical analysis and your answers to the questions above, why or why not?

Deliverables

Your GAME advertisement analysis presented in class with each team member having a speaking part and a hard copy of your analysis. Let me know if you have any questions.

Team Member Signatures

1. _____

4. _____

2. _____

5. _____

3. _____

6. _____