Preston High School Geography Department

The Great Personality Specific Ad

What we know

We know exactly what characterizes a PSYCHOCENTRIC or an ALLOCENTRIC person.

So why is this in our tourism course?

In tourism, marketing is so important. “Ad” designers have a key role in the impact a brochure, poster or commercial will have on a potential customer and must try to attract both the pyschocentrics and allocentrics in the world (they both have cash).

Your job

For the next 2 days, consider yourself chief designer for the advertising division your OWN RESORTS/DESTINATION (Be creative)

You will create a fictitious travel destination (any climate) of your own design. You should consider the following in creating your resort:

* Accommodations
* Activities
* Nearby attractions
* Is it all-inclusive?
* Neighbouring sites to visit
* Travel arrangements
* Pricing/length of stay
* What will it look like?
* What is it called?
* Is it for allocentrics of psychocentrics?
* Target age group?

Materials ;

* ½ sheet of Bristol Board (ad on front/write-up on back)
* You can cut/paste, draw anything you want (be creative)

Product

You will create one advertisement that will either cater or psychocentrics of allocentrics (you choose) You cannot do both!

Or

Create a 1-2 minute original video commercial. To be viewed in class!

Product Continued

On the back of your Bristol board, you must include a typed response explaining…

1) Why your advertisement attracts either allocentrics or psychocentrics personality types.

2) Why your advertisement is affective. (Think – use of colour, images, exciting sites or activities)

General Rules

* Your ad must be socially acceptable. Please avoid nudity, drugs, use of alcohol, smoking or anything else that you might think the general public would find offensive. Thanks
* Be professional, keep it neat and get it in on time!
* Be creative and have fun with this project.
* Keep your effort to a 1/2 sheet of Bristol board
* Use your notes to guide you in the right direction

Think – what attracts you to destinations?

Cut this rubric out and paste it on the back of your write-up –

Name(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ /80

**Your Evaluation Mark:**  **Mr. Tilt’s Evaluation Mark**

