



Your **Maine Purple Moose Advertising Agency** has been hired to develop an ad campaign to disseminate new information about the latest and greatest legislation for youth, An Act to Implement the Recommendations of the Task Force to Engage Maine's Youth in Successful School Completion. Your director has given five management teams the challenge of presenting a mini ad campaign. You have 45 minutes to put together your fabulous, eye-catching, earsplitting campaign which will be presented to the CEO and other teams in a five minute presentation. (Be sure to have actual visuals.)

Your ad campaign might include, but is not limited to, a local newspaper headline, a bumper sticker, a pamphlet, a poster, target mailing flyer, power point, etc.

Please be sure to include some of the following:

- How youth and families are celebrating
- Quotes from people about the new bill
- What will happen for youth as a result of this legislation
- Why this legislation came about (statistics/data around disengaged youth)

As you prepare your presentation, be aware that your audience may well include representatives of the legislators who passed the bill for your work. Future bills and funding will likely be linked to the quality of your presentation. From experience, you know that these representatives like to put individual team members on the spot with questions. If that isn't stressful enough, the Governor needs this campaign right away, leaving you less time than you thought you had to prepare.

Start your process by making sure everyone understands the challenge. Decide on how your team will make campaign decisions. Then, do a two minute brainstorm of ideas. Present all your ideas and your decision making process to the CEO (Shelley) before continuing with campaign development.

Have fun and enjoy the challenge. See the CEO for supplies. If you have any questions check with your teammates; if no one knows the answer have everyone on your team raise their hand and the CEO will provide assistance.