



**Business Virtual Learning**

# **HS/Marketing**

**Topic: Advertising**

**May 7, 2020**



## Lesson Topic: Advertising

### **Lesson Objectives:**

1. Analyze how companies are adapting to a new “normal” during COVID-19 pandemic.

### **Lesson Instructions:**

1. Read the article from [HuffPost found here](#) or on the attached PDF.
2. Watch the video's linked in the article and on the next slide
3. Answer the questions on the last slide (also on the last page of the PDF)

# Lesson Topic: Advertising



Guinness



Motor City



## Lesson Topic: Questions

Advertising during a crisis. When people are forced to stay inside, they watch about 60% more content than usual—and brands are taking note. This article discusses the delicate art of advertising without appearing to capitalize on a crisis.

After reading the article and watching the video's linked in the article, answer the following questions:

1. Consumers are receptive to brands' COVID-19 advertising strategies, but actions speak louder than words. In what ways can businesses do their part to give back during this time?
2. Consider the morality of advertising during an international pandemic—in what ways do ethical responsibilities and priorities change during a crisis?
3. How can a company aim to fulfill both its financial goals and its social responsibilities amid a pandemic?
4. Discuss the rise of mission- and cause-based marketing. What components make an effective advertisement?
5. Search for other examples of compelling COVID-19 advertisements. Find 2 and explain the ad. Link them and explain the main point and who is the target market?