

Student Handout 6-Wanamaker's Advertising Extravaganza

John Wanamaker is often acknowledged as a revolutionary in the use of retail advertising. He used to say that "You want to get the people to see what you have to sell, and you must advertise to do that."¹ In response to this, he personally supervised the creation of ads that combined simple language with insight on the superior quality of his store and the goods sold there.

In the following activity a group of two to four students will create a new advertisement for the imaginary reopening of Wanamaker's department store in Philadelphia. The assignment will involve creating an advertisement and presenting it before the class where it will be graded by the teacher. Each advertisement will be graded according to the following:

1. You must choose a creative way of advertising, your options include:
 - a. Making a poster
 - b. Creating a short Power Point presentation (2-3 slides)
 - c. Present a staged commercial in front of class
2. You must write on a separate piece of paper an overall plan for your advertisement, including:
 - a. A short sentence or two on how you intend to attract customers to come to Wanamaker's store
 - b. You must also outline which audience you specifically hope to target with your advertisement:
 - i. Is your ad directed towards men, women, or both?
 - ii. What age range?
 - iii. Are the potential customers rich, poor, or middle class?
3. A clever, catchy slogan attached to it, promoting Wanamaker's store and letting shoppers know what makes it special.
 - a. Example: Wanamaker's: "One Price Guarantee"
 - b. Think about what modern consumers would find attractive about a store today and put it into a clever statement or a few words
 - c. For more information on writing a slogan check out "How to Write a Slogan that Sticks"² at:
<http://marketing.about.com/od/plantutorialsandsamples/ht/stickyslogans.htm>
4. You must incorporate at least three historical elements concerning John Wanamaker's original store into your modern advertisement
 - a. Example: "John Wanamaker was one of the first to advertise in newspapers, which is why we are doing it here!"

Remember:

Wanamaker turned shopping into an entertaining phenomenon; keep this in mind when designing your ads.

Consumers of today may have different demands from department stores than in Wanamaker's time, how will you adapt to this?

¹ Herbert Ershkowitz, *John Wanamaker: Philadelphia Merchant*. (Conshohocken: Combined Publishing, 1999), 40.

² Laura Lake, "How to Write a Slogan that Sticks." 2007.

<<http://marketing.about.com/od/plantutorialsandsamples/ht/stickyslogans.htm>> (12August 2007).