

GROUP PRESENTATION SPEECH

(Speech #4)

8 to 10-Minute Speech

You should deliver this speech extemporaneously from an outline.

REMEMBER: SPEECHES ARE NOT TO BE READ!
Eye contact with the audience is VERY important.

You will work in groups of 2 to 3 persons. Your team is a representative of an advertising agency. You will be giving your presentation to a business owner in hopes of luring his business in as a client.

The business makes and sells custom made electric guitars and basses. It has been in business for twenty years, but for the last five years, the business has been in decline. Mr. Bender uses traditional forms of advertising such as radio, magazines, and outdoor, but these methods seem to no longer be effective. The owner meets with the advertising salespeople and makes the buys. It is very time consuming. He sells his products under the brand name Bender™ and uses the slogan *We Make Nice Guitars for Nice People.*™

This is the first time the he has used an ad agency and is not 100% open to turning over control of the company's advertising to an outside party, but recognizes that current methods are not working. He needs to be "wowed!"

Your team will need to design an advertising campaign for the brand. This might involve developing a new slogan. Certainly, it will involve designing some collateral pieces and a powerful PowerPoint presentation.

You may need to consult some sources to learn what exactly advertising agencies do for their clients. But in short, ad agencies plan, create, and execute advertising matters (and sometimes other forms of promotion) for their clients. Agencies may be hired to produce single ads or, more commonly, ongoing series of related ads, called an advertising campaign. This may involve the development of a new slogan or brand name for a product or service.

You must use appropriate visual aid(s) to effectively illustrate your presentation and to maintain the business owner's interest!

Good luck – you'll do great! Prepare and practice thoroughly; then, relax and have fun!