**Campaign 2016**

1. Read the following:

<http://ww2.kqed.org/lowdown/2015/10/14/ten-of-the-best-presidential-campaign-commercials-of-all-time/>

1. Select the two ads that you find most compelling – one biographical/positive ad and one attack/negative ad.
2. Complete the Presidential Historical Advertisement Handout.
3. Create two campaign ads for a candidate running for president:

**Choose your Ads (a positive and a negative)!**

**Biographical**

Where does your candidate hail from?

A biographical ad captures a candidate’s life story. But depending on a candidate’s origins, the ad could be a tale of small-town values or a record of experience.

* + Small Town
  + City or Suburb
* **Zombie**
* **Attack**

Do you want to attack their character or credentials?

Attack ads instill doubt about a political opponent. How will you show that this candidate is unfit for office, or even dangerous?

* + Credentials
  + Character

**Make Your Own Ad**

<http://www.freemake.com/blog/5-best-sites-to-make-animated-video-trouble-free/>