

## **Presentation Instructions – Ad Campaign (Student)**

### **George Washington Carver: Fertilizers v. Compost**

*Ninety-nine percent of the failures come from people who have the habit of making excuses.*  
George Washington Carver

At the turn of the 20th century the vast number of struggling farmers, especially in the South, necessitated that something be done to increase crop yields in an effort to increase the prosperity of the farmers themselves. It was determined that one of the leading causes of poor agricultural production was due to poor soil and overuse of the land. George Washington Carver worked to identify ways in which the soil could be enriched and therefore the farmers become more profitable.

One method was through the artificial addition of nutrients that are consistently depleted from the soil through farming. Two primary nutrients that get used up quickly are nitrates and carbon. Both nutrients are vital in a plant's growth and development. Without these nutrients plants are small, produce little or no fruit, and are of poor nutritional value. Repeatedly planting the same crops on the same land further depletes the soil of these nutrients.

There are two primary methods for the reintroduction of these nutrients. The first is composting which requires the farmer to gather as many of the natural waste products as possible from their operation. This will include food wastes from the farm kitchen, manure from the stables, usable plant material, etc. If it was biodegradable it should be left in a large pile that is combined with some healthy soil.

Over time the pile must be mixed and rotated. Once the materials are degraded the compost is added to the field to increase the nutrition value of the crops planted there. An alternative to composting is purchasing manufactured fertilizer. While less work on the farmer, fertilizers tended to be expensive which made procurement of the material difficult for already poor farmers.

Today your teacher will assign you to take one side of the debate (fertilizer v. compost). You are an employee of an advertising agency which has been hired to create an ad campaign defending your method of soil nutrition (either fertilizer or compost). As a group, design an ad campaign (**2 items should be produced**) that your customer could use to sell their product. Your campaign can either be physical (a pamphlet, posters, etc.) or digital (think social media, video, etc.). At the end of the project your ads will be given to another class who will vote on the most effective (i.e. when presented with all the options, which ad was most convincing for them to purchase the product).

Your ad campaign must include:

1. a product name
2. a picture of your product
3. a product slogan
4. a “celebrity” endorsement (use “famous” people at your school, i.e. teachers, counselors, principals, etc.)
5. a description of the type of product (fertilizer or compost)
6. a picture of your product in use on a field

Answer each of the following:

Contents:

- What are the ingredients (for both you can research the primary ingredients in fertilizers and the best material to use to make compost)?
- What nutrients are added back to the soil?

Method

- How is your product applied to the soil?
  - Quantity
  - Frequency
- Can your product be used for all crop types or is better with specific types of plants?

Pros and Cons

- What are the benefits of using your product?
- Are there any negative side effects, to consumers?
  - These should include exposure to the product, consumption of crops grown with your product, effect on animals (pets) in the area.

Ecological Impact

- What are the potential ecological effects of the use of your product? Both positive and negative
  - This should address the effect on organisms outside of your crop field that may be affected during the application process or through runoff

Consumer appeal

- Why should I as a consumer choose your product?

Your ad campaign should be creative, neatly organized, colorful, list all sources, and turned in on time.

**Remember:** An ad campaign is not just a single product. You need to come up with at least 2 items in your campaign. This could be a paper product (poster) along with a digital product (video). Or it could be two paper products (poster, pamphlet, brochure, etc.) or two digital products (website, video, social media, etc.)