

## **Watch & Read These Ads Before Class One:**

- ❶ (Watch 1.15 min) Coca-Cola's 'Hilltop' Ad ("I'd Like to Teach the World to Sing")

<https://www.youtube.com/watch?v=KW9cuta7mdE>

- ❷ (Read: 5 min) VW Think Small

<https://hip.agency/the-advertising-campaign-to-remember/>

- ❸ (Watch 0.59 sec) 1984 Apple's Macintosh

<https://www.youtube.com/watch?v=VtvjbmDx-l>

- ❹ (Watch 1.06 min) Here's to the crazy ones

<https://www.youtube.com/watch?v=AL3TQtJDr0U>

- ❺ (Watch 1.47 min) Got Milk? (1993)

<https://www.youtube.com/watch?v=QLJ2Vjv2x18>

- ❻ (Watch 0.30 sec) Budweiser Frogs

<https://www.youtube.com/watch?v=pVcbaslb8lQ>

- ❼ (1.29 min) Where's The Beef — Wendy's 1984

<https://www.youtube.com/watch?v=riH5EsGcmTw>

- ❽ (0.45 sec) Skittles "Touch"

<https://www.youtube.com/watch?v=-NTjMKVnFtA>

- ❾ (0.46 sec) iPod Ad Black Eyed Peas Hey Mama

<https://www.youtube.com/watch?v=NOq7nEl4WWc>

- ❿ (1.21 min) Burger King Subservient Chicken

<https://vimeo.com/16742192>

- ⓫ (2.21 min) REI - #OptOutside Case Study

<https://www.youtube.com/watch?v=IMsxrJeJ8lU>

- ⓬ (Read 5 min) Shot on iPhone 6S: when an adv campaign becomes a world photo exhibit

<http://www.gianpaolocasciano.com/shot-on-iphone-6s-when-an-adv-campaign-becomes-a-world-photo-exhibit/>

**Continued on the next page...**

## **Watch & Read These Items Before Class One:**

① **(Watch 1.09 min) The History of Advertising in 60 Seconds**

<https://www.youtube.com/watch?v=7d3VAYGnXjY>

② **(Read: 5 min) 17 iconic ad campaigns that changed the world**

<https://www.businessinsider.com/ads-that-changed-the-world-2014-8>

③ **(Read) Chapter 1: Introduction, Basic Tools Pay special attention to Pages 19-33**

④ **(Read) Page 16. How a team finds an idea**

⑤ **(Read) Page 18. Finding the truth**