

## Suggested Outline for an Evidence-based Advertising Proposal

This outline provides the topics to be included in the proposal along with suggestions on the order of presentation. Many guidelines for persuasive advertising copy also apply to the creation of management reports.

[Link to Outline](#)

[Checklist for Writing Management Reports](#)

[Oral Presentations: An Evidence-based Checklist](#)

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## Quotes

Use quotes only when they are obviously related to the point you are making.

Advertising quotes to spice up your next presentation:

[Brainy Quote](#)

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## Sample of a Traditional Advertising Proposal (.wmv format)

This 20-minute video re-enacts the advertising pitch that Ogilvy made for the Bell Communications account. It is presented as an example of good traditional practice. Nevertheless, I think it contains a considerable number of shortcomings. One possible exercise is to compile a list of the good procedures as well as the procedures that could be improved.

[Full Video Link](#)

[Reduced Video Link](#)

Note: If you are having trouble accessing the American Bell Pitch, please download the latest version of Windows Media Player.