



The Federalist Papers – An early version of the commercial

During the 1700's, Americans were a couple of hundred or so years away from discovering the joys of television. In 1787, however, the Founding Fathers needed a way to get the "word" around the colonies that the new Constitution needed to be ratified. One of the ways in which such information could be communicated to the public was through newspapers, pamphlets, and essays. Alexander Hamilton, James Madison and John Jay realized how important "selling" the merits of the Constitution was to the public. That year, they began publishing the Federalist Papers under the collective pen name "Publius." The 85 essays which comprised the historic publication was said to be the "greatest public relations campaign in history," and undoubtedly galvanized many to support ratification. Today, products and services are marketed to the public in commercials on television and radio and advertisements on the internet (there are other ways too such as billboards, promotions, etc). You have undoubtedly seen or heard thousands of such commercials and advertisements. Use the chart below to list your favorite advertisements or commercials. Then, use the next page to draw a picture of your favorite and describe why you think it is effective in convincing people to buy the product.

Product (draw or write)	Marketing Campaign: Is it on television, radio, or the internet ?	Short Description:

