



**AFNR Biotechnology Unit
GMO Marketing Campaign**

Name _____

Read this article, GMO Debate: The power of perception, the quest for truth, pg 20-24 at https://soygrowers.com/wp-content/uploads/2013/01/AmSoyBean_SUMMER2015_web.pdf

As you may already know, there is a lot of resistance to GMO's in the general public and one of the toughest jobs is to overcome that resistance.

1. What is the primary message of the article?
(There is a lot of misinformation about GMO's)
2. Where can you go to get good information about GMO's?
(GMO answers.com)
3. What can we do now to combat misinformation about GMO's?
This is where you come in! You have been tasked to create a marketing campaign for GMO's. Marketing campaigns can take many forms.
4. Brainstorm all the different types of marketing messages you see in a day:
(internet ads, twitter posts, Pinterest, Facebook ads, commercials, PSA's, etc)

Work together with others in your class to create a series of campaign ads to help people understand GMO's and their benefits.

- 1) Divide up different media types (infographics, posters, video, social media, internet placements, etc) to different groups.
- 2) Determine your audience.
- 3) Include factual information in a way that depicts the benefit(s) you are highlighting with photos, drawings, graphics and other visuals.

Resources:

GMOanswers.com and science research articles from third party investigators
Infographics: Piktochart.com

Rubric:

3-5 different "ads", one video, or poster	_____/20
Three science-based facts included about GMO's	_____/15
Graphics, drawings or photos support the message	_____/20
Creativity, neatness, "professionalism"	_____/20
References for information included	_____/5