

ChicagoHistoryMuseum

Design an Advertisement

READ:

Get your hot dogs here! Advertisements show people why a product is special or useful. The best advertisements make it more likely that people will buy that product. Some advertisements are funny, some are informative, some are surprising. How good of a job do hot dog advertisements do? The National Hot Dog and Sausage Council estimates that Americans eat 20 billion hot dogs a year! That's a lot of dogs!

For more about Hot Dogs, read or listen to "Hot Dog" <http://chicagohistoryresources.org/greatchicagostories/culture/index.html>

DO:

- **Look closely** at the Vienna Beef Advertisement.
- **Match** the clues to the Vienna Beef advertisement. Can you find all the fun things hidden in the poster?
- **Make** an advertisement for your favorite food with your drawing materials. Why is it special? How will you convince people to eat it?
- **Act** out your advertisement like a commercial. If you have a smart phone or tablet, film your commercial.

Approx. Time: 30—45 minutes

Materials:

- ⇒ Drawing supplies, crayons, markers, etc.
- ⇒ Paper/pen
- ⇒ Optional: Internet

SHARE:

- **Show** your advertisement to your family and hang it in a window for all to see!
- **Post** pictures of your advertisement or video of your commercial on social media with the hashtag #CHMatHomeFamilies.



Vienna Beef poster, circa 1989. IChi-040505

TM

domestic beef, mixed with our secret blend of spices and then hardwood hickory smoked. The response to their mouth-watering products was immediate and enthusiastic. Thus began Vienna's tradition of quality and flavor . . . a tradition that has been renewed every day since.

© 1999 VIENNA SAUSAGE MANUFACTURING COMPANY 2501 N. DAMEN AVENUE CHICAGO ILLINOIS 60641

Enjoy Our Legendary Flavor Today
Today, wherever you see the authentic Vienna Beef logo, you can enjoy the same original flavor from this historic Chicago Style hot dog experience. When you taste your first, you'll undoubtedly join the millions of loyal Vienna Beef fans who have realized that this is the way a hot dog was meant to be enjoyed.

Vienna® Beef . . . we're proud to be Chicago's Hot Dog.

Chicago History Museum

Vienna Beef Advertisement Clues

Look closely to find the answers!

- ◇ What Chicago landmark that has been turned into a hot dog?
- ◇ How is the mustard being put on the hot dog?
- ◇ How many tug boats are delivering toppings?
- ◇ What toppings are the tug boats pulling?
- ◇ What is the helicopter lowering down onto the hotdog?
- ◇ How did the pickle get on the hot dog?
- ◇ What buildings or other Chicago Landmarks can you see?

SPOILER ALERT Vienna Beef Advertisement

- ◇ What buildings or other Chicago landmarks can you see?
Some Possible answers: Lake Michigan, Grant Park, Field Museum, Adler Planetarium, Shedd Aquarium, Soldier Field, Willis (Sears) Tower, 875 N. Michigan Ave (John Hancock Center), Lakepoint Tower, Aon Center, Crain Communications Building (Diamond face skyscraper)
- ◇ How did the pickle get on the hot dog?
Crane
- ◇ What is the helicopter lowering down onto the hotdog?
Sport Pepper
- ◇ What toppings are the tug boats pulling?
Tomato and Pickle Relish
- ◇ How many tug boats are delivering toppings?
2
- ◇ How is the mustard being put on the hot dog?
Fire boat is spraying it
- ◇ What Chicago landmark that has been turned into a hot dog?
Navy Pier

Look closely to find the answers!