

# Billboard Bonanza

Group members will design billboards to advertise their group

**TIME**  
30-45 minutes

**MATERIALS**  
Pictures of billboards,  
markers, poster paper

**TEAM STAGE**  
Forming,  
Norming, Performing

## Learning & Development Outcomes

This activity is a creative way for participants to analyze and discuss visual communication, while also providing an opportunity for a group to explore how to effectively communicate ideas and/or their group identity.

Outcomes are focused on developing *21st Century Skills* and the *National Association of Colleges and Employers (NACE) Career Competencies*, including, but not limited to:

- Using communication for a range of purposes.
- Being open and responsive to new and diverse perspectives; incorporating group input and feedback into the work.
- Communicating in a clear and organized manner so that others can effectively understand.
- Keeping an open mind to diverse ideas and new ways of thinking.

## Preparation & Logistics



### Set Up

- Print out five pictures of interesting billboards. They should represent a diverse array of styles.

### Safety

- Participants will be asked to contribute ideas, and the group will need to evaluate and decide between those ideas. Monitor the conversation to make sure it is respectful, and be prepared to steer the conversation if it appears that any of the participants are uncomfortable with how others are talking about their ideas.

### Additional Considerations

- Set aside additional time for a debrief.
- [Click here to watch it live!](#)

## Instructions

### Summary

Group members will analyze billboards and then make a billboard to advertise their group.

Adjust the topic of the billboard participants will be creating to fit the needs of, or be more relevant for the group you are facilitating.

### Step 1: Pick billboards

- Post the pictures of billboards around the room.
- Have participants walk around and look at all of them and then stand by the one that they think is the most effective advertisement.

### Step 2: Evaluate billboards

- Give participants a few minutes to talk with one or two participants who picked the same billboard about why they think it is effective.
- Go around and have each group share what stood out about the billboard they picked and why they picked it.

### Step 3: Discuss effective advertisement

- Bring the group together for a conversation about elements of effective advertisement and what makes a good billboard.

### Step 4: Create a billboard

- Lead a short discussion about what a billboard would look like if it was advertising this group.
- After some ideas have been shared, break into small groups, and give each group markers and a piece of poster paper. Have the group continue the discussion about what they believe a billboard advertising this group would look like, and after they come to a consensus, they should create the billboard on the poster paper.

### How to end the activity

- The activity is over when the group is satisfied with their billboard.
- If the process of brainstorming and designing the billboard is taking a long time, put a time limit on the process.



What if no one picks a billboard?

"If there is a billboard that nobody picks, just skip it. If there is a billboard that only one person likes, have a facilitator join them to discuss why they picked it or combine two small groups to talk about each of the billboards."



Depending on how much time is available, go more or less in depth with the conversations about evaluating billboards and what makes a good advertisement.



## Debrief Questions



These questions are a starting point to guide your debrief. Pick the ones that best match your group's experience and add or change questions as needed!

### What

- How did you choose what to include in your billboard?
- What elements of effective advertisement were used in the billboard you created?

### So What

- Why is it important to be able to advertise your group?
- How can collaborating on creating a billboard benefit a group?

### Now What

- What can you do with the billboard you created for your group?
- How else can you let others know what your group is all about?

## Adjustments for...

### Large Group (25+)

- Use more pictures of billboards so participants have more options to choose from.

### Small Group (1-9)

- Rather than having participants pick a billboard to evaluate, go through all of the pictures as a whole group and discuss each one.

### Risk Level

- To lower the risk level, have participants create their billboard to advertise a specific product rather than advertising their group.

### Online

- Create a slide deck with the pictures of billboards using platforms like Google Slides or Google Jamboard, and use breakout rooms for participants to discuss each billboard. Then, use a virtual whiteboard space or empty slide to let the group create their own billboard.



Each adjustment is its own unique idea for how to facilitate this activity for different groups and situations! Choose any or all that work!