

Creating Your Own Promotional Tags: Analyzing Examples

Before you can start making your own tag, you first need to understand what historical examples looked like. The following tags were sold at Tag Day in Fort William during World War 1. Remember that the goal was to sell tags to raise money for Canadian soldiers fighting overseas. Examine the images and answer the questions below before turning over the page.



1) What are the symbols on this tag? _____

2) Who is the audience for this tag? _____

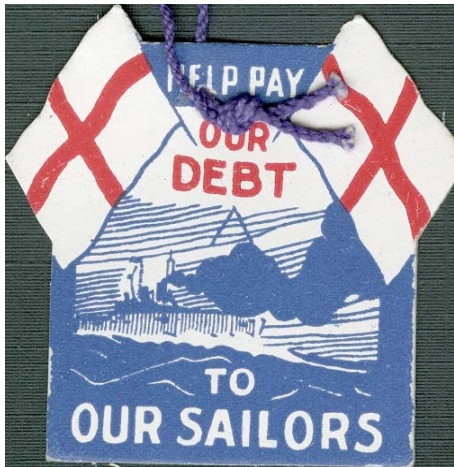
3) How does this tag try to convince people to purchase it?



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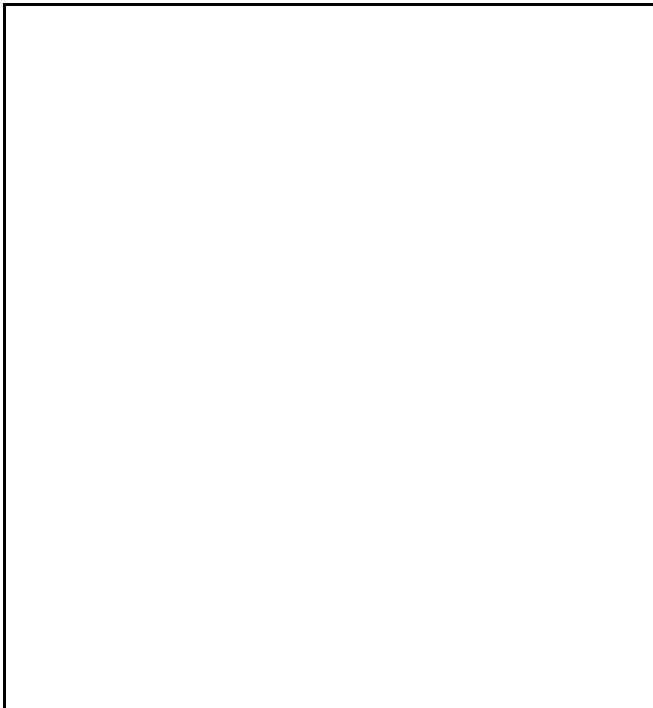
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2) Who is the audience for this tag? _____

3) How does this tag try to convince people to purchase it?

Creating Your Own Promotional Tags: Preparing Your Ideas

You should have already completed the other side of this sheet and examined the example tags provided. Now it is time to determine what your own tag will say and show. Your tag can be about World War 1 or another major Canadian issue from this unit, but it must have a reason for someone to want to buy it. Answer the following questions and draw a draft design of your tag in the space provided.



1) What are the symbols on this tag?

2) Who is the audience for this tag?

3) How does this tag try to convince people to purchase it?

To successfully complete this activity, your tag should:

- Be in support of Canadians
- Include images, symbols and text
- Be as convincing as possible
- Be historically relevant to your cause

Next use the materials provided to create your own tag. Feel free to make more than one design if you have more ideas, but you only have to hand in the one which you drew in your draft area above. Once the activity is over, hand this sheet and your tag.

BADGES
BUTTONS
BANNERS
FLAGS

J. P. Tansey
MONTREAL

Manufacturer of

Tag-Day Supplies

NOVELTIES
MEDALS
MILITARY
GOODS

186-188 Peel Street

October, 1917.

Bulletin No. 623

Trafalgar Day - Your opportunity.

Your town will do its share in the collections this month. Place your order for supplies early, so that you will have everything in readiness well before the day you select for your TAG-DAY.



Tags used will be like the samples enclosed:-

- No. 1 - Button of Allies: Beautifully finished.
Price \$2.00 per 100 or \$15.00 per 1000.
- 2 - Union Jack Flag: New idea; for buttonhole.
Can be supplied on pins if preferred.
Price \$1.50 per 100 or \$12.50 per 1000.
- 3 - Felt Red Cross: For Red Cross use only.
Another new idea; self-explanatory
and distinctive.
Price \$1.50 per 100 or \$10.00 per 1000.



Special prices for quantities of 10,000 or over.

PENNANTS - containing Union Jack and American flags.
(sell for 25¢ each or more). For use on automobiles, wagons,
etc. Price 10 cents each.

Collection boxes, tins, securely made, 20 cents.
" " cardboard, 10 cents.

Prompt delivery of all these supplies.

As usual, when money accompanies order, we prepay ex-
press or mail charges.

J. P. Tansey

During the war 2% of our entire receipts go to The Canadian Patriotic Fund.

