

Chanukah Advertising

Framing this unit

Advertisers often connect advertisements to holidays. In Israel advertisements are sometimes based on the Jewish calendar. In small groups you will look at four Israeli advertisements that are based on holidays or special days on the Jewish calendar. After analyzing the advertisements from the NLI collections, design your own Chanukah-themed advertisement for a product of your choice.

Group Activity

In groups, analyze the four advertisements by the asking the following questions:

- What is being advertised?
- What holiday is mentioned in the advertisement?
- What is the connection to the holiday?
- Why do you think the advertiser used the holiday as its theme?
- Do you think the advertisement is effective? Why?

Discussion

Discuss the concept of using holidays in advertising

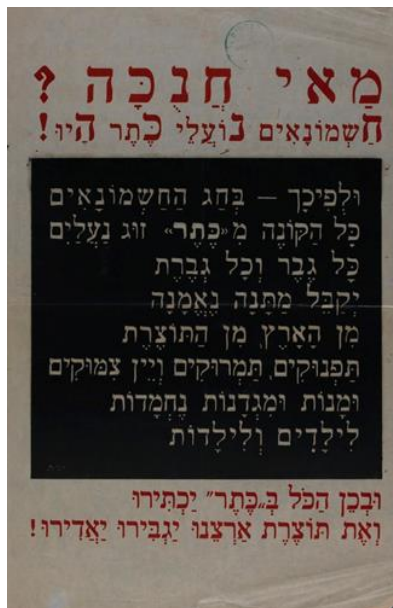
Creative Activity

Design a Chanukah-themed advertisement for a product of your choice. Create the advertisement on www.canva.com or on paper (see [Canva directions](#)).

Primary sources in this lesson

- [Simon the Maccabee](#)
- [What is Chanukah? Keter Shoe Advertisement, 1934 \(with translation\)](#)
- [Coca Cola Advertisement, 1969](#)
- [Before and After the Fast: A Good Soup with Finest Osem Noodles](#)

Appendix Hebrew sources with translation



What is Chanukah?

The Hasmoneans were Keter shoe wearers!

And therefore on the holiday of the Hasmoneans

Everyone who buys a pair of Keter shoes

Every man and every woman

Will receive a gift

From Israel from the manufacturer

Indulgences, perfumes, and raisin wine

And lovely dishes and sweets for boys and for girls

And so everything at "Keter" will be crowned and the

products of our country will be magnified and glorified



Madam,

Do not forget

to buy for Shabbat

bottles of Coca Cola

for the enjoyment of all of the family

Shabbat is better with Coca Cola