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

How did it go? Let us know! learning@nli.org.il
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