



Chapter 20

Print Advertisements

- Section 20.1 Essential Elements of Advertising
- Section 20.2 Advertising Layout

Essential Elements of Advertising

Key Terms

advertising
campaign

advertising
agencies

headline

copy

illustration

clip art

signature

slogan

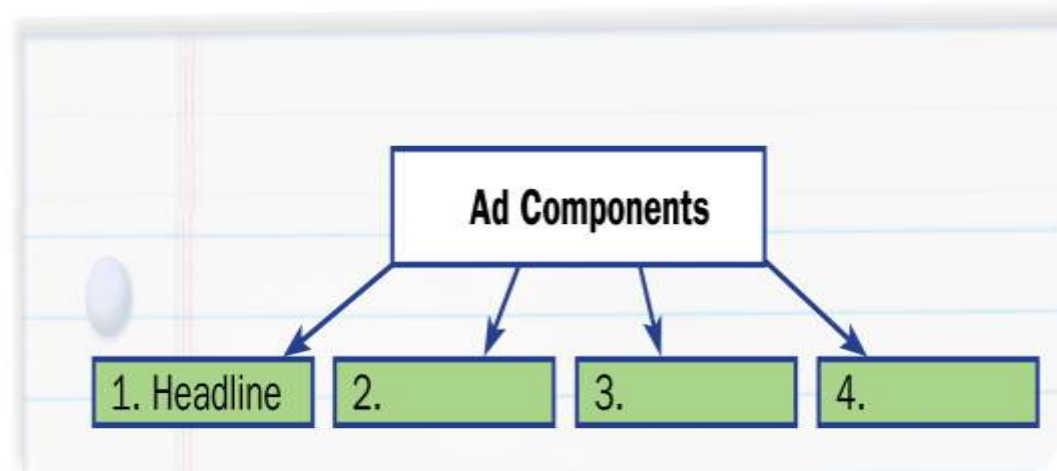
Objectives

- Discuss how advertising campaigns are developed
- Explain the role of an advertising agency
- Identify the main components of print advertisements

Essential Elements of Advertising

Graphic Organizer

Use a chart like this one to take notes about the components of a print ad.



The Advertising Campaign

advertising campaign



A group of advertisements, commercials, and related promotional materials and activities that are designed as part of a coordinated advertising plan to meet the specific goals of a company.

An **advertising campaign** ◀ is a group of advertisements, commercials, and related promotional materials and activities designed to meet the specific goals of a company.

An integrated campaign involves the creation and coordination of a series of advertisements.

Advertising Agencies

advertising agencies

Independent businesses that specialize in developing ad campaigns and crafting the ads for clients.

Advertising agencies ◀ are independent businesses that specialize in developing ad campaigns and crafting the ads for clients. They do their job by:

- Setting objectives
- Developing advertising messages and strategies

Advertising Agencies

- Completing media plans
- Selecting media
- Coordinating related activities

Advertising Agencies

Larger advertising agencies employ specialists like:

- Copywriters
- Graphic artists
- Media experts and marketing researchers
- Legal advisers

Advertising Agencies

Limited-service agencies specialize in one aspect of the campaign. Larger advertisers are increasingly selecting specialists to strengthen certain areas of their promotional campaigns.

New Models for Advertising Agencies

New models for agencies include business formats such as:

- Creative boutiques
- Project team agencies
- Virtual agencies

A creative boutique is a specialized service agency that helps with creative production.

New Models for Advertising Agencies

Project team agencies provide copywriting, creative execution, and media placement without the overhead of a larger agency.

A virtual agency is one individual who coordinates the work of a network of experienced freelancers.

Developing Print Advertisements

Print advertisements have four key elements:

- Headline
- Copy
- Illustrations
- Signature

Some ads also include a company slogan.

Headline

headline



The phrase or sentence that captures the readers' attention, arouses their interest, and entices them to read the rest of the ad.

The **headline** ◀ is the phrase or sentence that attracts the readers' attention to a product or service. A headline should also lead readers into the ad's illustration and make them want to read the copy.

Headline

Before writing a headline, a copywriter must know the needs of the target market, including matters concerning:

- Price and delivery
- Performance and reliability
- Service and quality

Headline

Effective headlines are brief. They identify a benefit of the product or service and stress those benefits by making promises, asking questions, posing challenges, or using testimonials.

Copy

copy

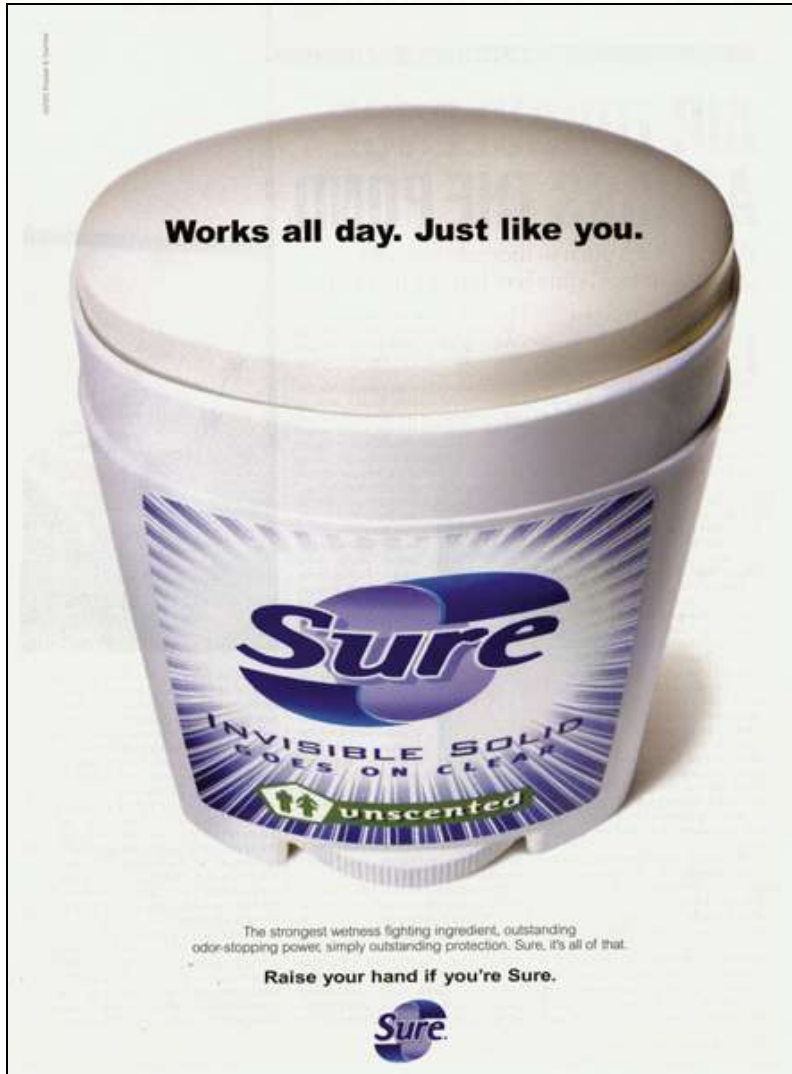


The selling message of a written advertisement.

The **copy** is the selling message of a written advertisement. It details how the product or service meets the customer needs. It should:

- Be personal and friendly
- Be simple and direct
- Appeal to the senses

Copy



- Answer questions about the product using facts
- Add desire and urgency to the ad
- Provide a personal call to action now or in the near future



Illustration

illustration



The photograph, drawing, or other graphic elements used in an advertisement.

clip art



Images, stock drawings, and photographs used in print advertisements.

The **illustration** ◀ is the photograph, drawing, or other graphic elements used in an ad. It should attract and hold attention and encourage action.

Clip art ◀ takes the form of images, stock drawings, and photographs. Clip art is often used for print advertisements.

Illustration

What elements in this ad entice the viewer or the reader to take a look pay attention?



We care about you. Ride safely, respectfully and within the limits of the law and your abilities. Always wear an approved helmet, proper gear and protective clothing, and limit your passenger count. Use your 100% under the influence of alcohol or drugs. Know your Harley® motorcycle and read and understand your owner's manual from cover to cover. ©2008 Harley-Davidson.

BRED TO BE LOW.

You can't feel at one with the road if you're nowhere near the road. That's the idea behind the new Harley-Davidson® Sportster® 883 Low. Twenty-six inches is all that stands between you and the earth rolling by. Which simply means you're on one agile, street-gobbling machine. And although it was born with the short gene, it's loaded with all that makes a Harley® a Harley. Call 1-800-588-2743 for a dealer or visit www.harley-davidson.com. **IT'S TIME TO RIDE.**




Signature

signature



The distinctive identification for a business; also known as logotype or logo.

The **signature** , or logotype (logo), is the distinctive identification symbol for a business. A well-designed signature gets instant recognition for a business.

Signature

slogan



A catchy phrase or words that identify a product or company.

A **slogan** ◀ is a catchy phrase or words that identify a product or company. Here are some techniques copywriters use when developing slogans:

- Alliteration uses repeating initial consonant sounds.
- A paradox is a seeming contradiction that could be true.

Signature

- Rhyme uses rhyming words or phrases.
- A pun is a humorous use of a word that suggests two or more of its meanings or the meaning of a similarly-sounding word.
- A play on words cleverly uses words to mean something else.

Advertising Layout

Key Terms

ad layout

advertising
proof

Objectives

- Explain the principles of preparing an ad layout
- List advantages and disadvantages of using color in advertising
- Describe how typefaces and sizes add variety and emphasis to print advertisements

Advertising Layout

Graphic Organizer

Use a chart like this one to take notes on the principles of ad design.

	Tips for Developing Effective Ad Layouts
	1. <u>Leave white (unused) space.</u>
	2. _____
	3. _____
	4. _____

Developing Print Advertising Layouts

ad layout

A sketch that shows the general arrangement and appearance of a finished ad.

An **ad layout** is a sketch that shows the general arrangement and appearance of a finished ad. It clearly indicates the position of the:

- Headline
- Illustration and copy
- Signature

Components of Effective Ad Layouts

Ad layouts should be prepared in exactly the same size as the final advertisement. The illustrations should grab attention through size, humor, or dramatic content.

The best ads contain a focal point and lines of force that guide the viewer through the copy.

Using Color In Print Advertisements

A color ad is usually more realistic and visually appealing and commands the reader's attention more than a black-and-white ad does.

Although color ads are more expensive than black-and-white ads, studies have shown they are more cost-effective.

Using Color In Print Advertisements

Be sure to choose colors appropriate to the mood of your ad. Also, consider the fact that colors have different meanings in different cultures.

Selecting Typefaces and Type Sizes for Print Advertisements

The look and appearance of the type is called the typeface. A complete set of letters in a specific size and typeface is called a font.

Selecting Typefaces and Type Sizes for Print Advertisements

The appearance of the typeface affects the entire character of an advertisement. It is important that the font is large enough to read.

Checking Advertising Proofs

advertising proof



A representation of an ad that shows exactly how it will appear in print.

When advertisements are first created, an **advertising proof** is developed. It shows exactly how an ad will appear in print. To evaluate a proof, an advertiser will consider these criteria:

- The ad should stand out next to other ads.
- The layout should look clean and uncluttered.

Checking Advertising Proofs

- The font needs to be easy to read and help to emphasize the company's message.
- The signature should be apparent and distinctive.
- The intended message and image projected must be appropriate for the target audience.

FOCUS on KEY POINTS

Section 20.1

- Print advertisements usually contain four key elements: headline, copy, illustrations, and signature. Some advertisements also include the company's slogan, which is often presented with or near the signature.

continued

FOCUS on KEY POINTS

Section 20.1

- An advertising campaign coordinates a series of ads around a theme. Ad agencies specialize in developing ad campaigns and crafting ads for clients.

continued

FOCUS on KEY POINTS

Section 20.2

- Businesses need to follow ad layout principles when developing print advertisements. Companies can turn to a variety of sources for helping in developing their ad layouts.



This chapter has helped prepare you to meet the following DECA performance indicators:

- Explain components of advertisements.
- Demonstrate appropriate creativity.
- Prepare simple written reports.
- Make oral presentations.
- Determine customer/client needs.