

Name: _____

Date/Period: _____

Create Your Own Print Ad!

Your Job Title: Advertising Executive/Creative Director

Your Job Description: Create a **National** ad and create a new, unique slogan for the (school appropriate) product of your choice.

Directions: On a blank 8 ½ by 11 piece of computer printer paper, create an ad for your product. You may create your own brand or use a preexisting one. While creating your advertisement, keep in mind the following:

Your ad:



1. Must stop the reader from turning the page.
2. Should promote the name of the store or brand while visually creating an image for it.
3. Should speak to a specific group of people (the TARGET audience).
4. Use white space: Crammed ads get poor results because readers don't want to work that hard.
5. Should convey a sense of urgency. It tells the reader to do something.
6. Must use bold colors and thick letters to grab your reader's attention.
7. Must have some kind of SLOGAN for consumers to remember.
8. Must have some kind of LOGO for consumers to remember.

Additionally, you are to ANALYZE your ad based on the following questions specifically about the ad you created. It might also be a good idea to have these questions (as well as the Common Persuasive Techniques) in mind BEFORE you create your ad.

RUBRIC:

Overall neatness: 3 points

Creativity and vision (colors, lettering, spelling): 3 points

“National” ad: 1 point

Slogan: 3 points

Logo: 3 points

Analysis: 12 points

TOTAL: 25 points



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Questions for Analyzing Ads

Directions: Right on this paper, answer the following questions about the ad that you create. Write in complete, cursive, and neat sentences.

1. To which specific target audience is the advertisement trying to sell the product?
2. Are there any stereotypes the ad plays in to?
3. What common persuasive technique (bandwagon, plain folks, testimonial, emotional appeal, snob appeal) was used in this ad? *Explain.*
4. In what magazine would this ad appear? What are the demographics of that magazine?
5. How does this ad persuade the target audience to purchase the product? (i.e. Does it use emotional language? Does it use warm or cool colors? Etc.)
6. How authentic (true to life) does the message seem? Why?

Write your UNIQUE slogan here:

Draw your logo here: