

PREPARING PRINT ADVERTISEMENTS



PEPSI
WITH A TOUCH
OF LIME

LEARNING GOALS

- Understand the purpose of advertising agencies
- Understand the concept of cooperative advertising
- Understand the process of developing print advertisements and the four components of an effective print ad.

What are Advertising Agencies?

- Companies that exist to help clients sell their products
- Advertising agencies are usually categorized into four categories:
 1. Client service - Work with clients to determine needs and create advertising plans
 2. Creative service - Develops and produces the message of an advertisement
 3. Research service - Studies target markets and buying behaviors of potential customers
 4. Media service - Advises clients on their media choices

What is Cooperative Advertising?

- Advertising that is paid for by both the manufacturer and retailer.

- **Think of an example of cooperative advertising.**

meijer

experience the savings.
experience the difference.

Printed based on a weekly flyer, November 11 thru Saturday, November 17, 2012

all grade A turkeys on sale
any brand, any size, fresh or frozen



\$10 off
on regular price
any size turkey
\$10 off any turkey over \$20
\$17 off
on regular price
any size turkey
\$17 off any turkey over \$30

TURKEY	
Weight	Price
10 lb.	49¢
12 lb.	66¢
17 lb.	49¢
20 lb.	64¢

2 \$11
any 2
any size
any brand
any size
any brand



2 \$19
any 2
any size
any brand



2 \$5
any 2
any size
any brand



2 \$6
any 2
any size
any brand



1 \$1.89
any 1
any size
any brand



2 \$4
any 2
any size
any brand



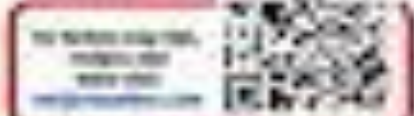
59¢
any 1
any size
any brand



59¢
any 1
any size
any brand



more savings this holiday season
join today at mperks.meijer.com



Developing Print advertisements:

Four components: Headline, copy, illustration, and signature.

Weather-resistant to 60,000 miles.



Evolution: A whole new breed of all-season tire.

HEADLINE

- **The lettering, slogan, or saying that gets the readers attention.**

- Techniques that can be used to write headlines:
 - 1. New product information
 - 2. Shock or surprise treatment
 - 3. Questioning
 - 4. Creating curiosity
 - 5. Creating fear



NIKE
SPARO
TRAINING

MY BETTER IS BETTER THAN YOUR BETTER

Nike **SPARO** Training is tested and proven by US Olympian, National Soccer Team forward & FIFA World Cup™ star, Fran Kirby. It dramatically improves Speed, Agility, Reaction, and Endurance.

WIN A NIKE SPARO TRAINING WORKOUT

Be the first to get your friends' most feared workout! Meet your coach and the benefits of Nike **SPARO** Training by winning a special training workout with a certified **SPARO** Coach. [Join our Facebook community](#) now to enter.

- Start a print ad for a product:
- 1. Create a headline

COPY

The selling message in a written advertisement

- Your copy will be competing with hundreds of other advertisers for the readers attention, so it must be dramatic. It should:
 1. Establish contact with the reader
 2. Create awareness
 3. Create interest
 4. Build preference for the product

Key words that can be used in copy: Compare, introducing, now, price, save, easy, new.



FOUR DAYS WITHOUT SLEEP, NO OXYGEN
AND A BLIZZARD IS COMING.
LIFE IS GOOD.

Jean Troillet's philosophy is simple: climb the highest summits without oxygen, as rapidly as possible, with a minimum of equipment. And, when possible, take a route nobody's ever taken. Incredibly, this plan has taken him to the peaks of Everest, K2, Kanchenjunga, Lhotse and many of the world's other highest peaks. However, his zest for challenge is not limited to mountains. He's attempted to cross the Arctic Circle on skis pulled by reindeer. And he's proved himself a champion sailor. In Jean Troillet's own words: "You cannot be cured of a passion, you would like it to be contagious."




ROLEX

OYSTER PERPETUAL EXPLORER - WWW.ROLEX.COM

FOR AN OFFICIAL ROLEX JEWELER CALL 1-800-367-6539. ROLEX, OYSTER PERPETUAL AND EXPLORER ARE TRADEMARKS.
NEW YORK

- 2. Create a copy for your ad

ILLUSTRATION

Illustration is the photo or drawing used in a print advertisement

- The illustration is usually the first thing a reader sees in the ad. It should transmit a total message that would be hard to communicate with words alone. Illustrations should:
 1. Show product features
 2. Show how the product works
 3. Show advantages of the product
 4. Show safety features
 5. Show possible uses
 6. Show a need for the product
 7. Show an image associated with the product.
(Prestige, status, leisure)

Clip art- Stock drawings, photographs, and headlines clipped for ads

NEW!

PEPSI
Vanilla

PEPSI
Vanilla



30 Seriously Funny Print Ads

Not since Slumdog Millionaire...



THE BEST REVIEWED FILM OF THE YEAR



- 3. Create an illustration

SIGNATURE

The Signature (logo) is a distinct identification symbol that gets constant recognition.

Slogan- Saying that is used with a signature to create a distinct image for a company.



NIKE IN VERDE

- 4. Create a signature and slogan

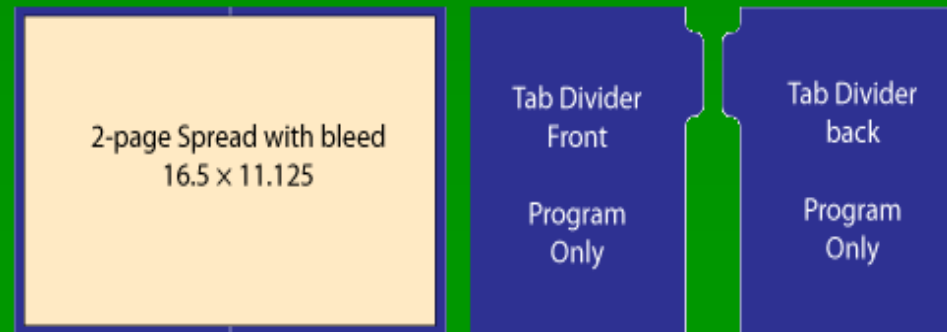
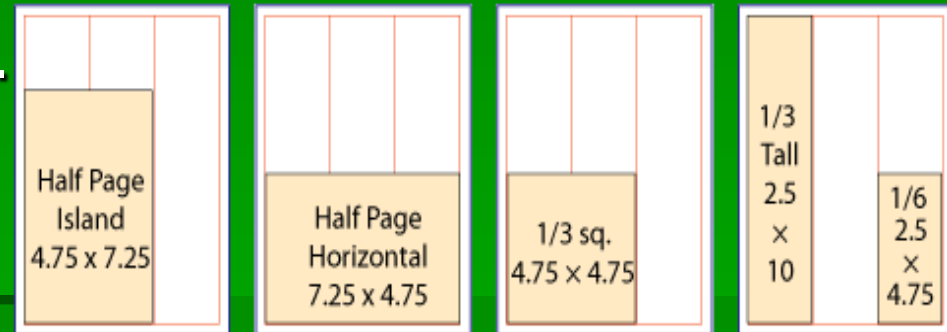
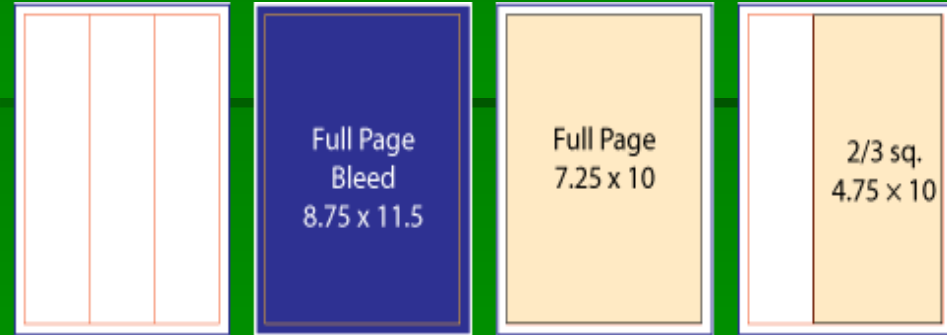
Developing Print Advertising Layouts



The screenshot shows the homepage of 'Pointy Haired Dilbert', a website dedicated to Excel tips and keyboard shortcuts. The main heading is '1 very useful excel keyboard shortcuts you may not now'. Below this, there is a list of shortcuts with their functions, such as 'F4 - Starting formula typing, adjusts the reference type, etc to relative, otherwise repeats last action'. The page also features a search bar, a sign-up form for email updates, and a sidebar with 'RECENT COMMENTS' and 'RECOMMENDED LINKS FOR YOU'. Three red rectangles are overlaid on the page: one on the right side containing the text 'rectangle or 4 Buttons', one at the bottom center containing the text 'rectangle', and one at the bottom right containing the text 'rectangle'.

What is an ad layout?

- A rough draft that shows the general arrangement and appearance of an ad.



This is considered one ad.

- **Ad layouts should be developed with the following ideas in mind:**

1. Same size of the final ad
2. Illustrations should show product features
3. An uncluttered look (use the space on the whole page)
4. Image projected should be appropriate for target audience
5. Typeface and size

WISE COLOUR



Who makes color affordable with prints for just pennies a page?
Who has tracking software to ensure more efficient color usage?
Who guarantees total color satisfaction? You know who.
Xerox Color. It makes business sense.

Network-ready,
starting at \$299



FX4025P/4125P
Color Printer

Fastest color printer in
business at just \$120/page*



FX4025P/4125P
Color Printer

Auto Color Copy Feature
Pays for itself in 100 copies



FX4025P/4125P
Color Printer

Embedded software manages
color usage and costs



FX4025P/4125P
Color Printer

XEROX.

xerox.com/frugalcolor
1-800-800-8000

Technology | Document Management | Consulting Services |

*Based on Xerox True Cost per Page (TCPP) for color printing. Xerox True Cost per Page (TCPP) is a metric that measures the cost of color printing. Xerox True Cost per Page (TCPP) is calculated based on the cost of color printing. Xerox True Cost per Page (TCPP) is a metric that measures the cost of color printing. Xerox True Cost per Page (TCPP) is calculated based on the cost of color printing.

- **Think of two things color does for a print ad.**

How does using color in print advertisements help?

- Makes the ad stand out
- Draws higher response rates



ETERNITY

A black and white photograph of a woman and a man in a close embrace. The woman is in the foreground, her head tilted down and to the left, with her eyes closed. Her hand is resting against the man's face. The man is behind her, also with his eyes closed, resting his head against her. The lighting is soft and intimate, highlighting the contours of their faces and bodies. The overall mood is romantic and sensual.

Calvin Klein
PERFUME

www.calvinklein.com

Why is it important to select the right typefaces and type sizes for Print Advertisements?

- To draw attention
- Audience must be able to read the font

Did you hear that...

*a modernization program is...
\$247 million for...
country is planning...
procurement...
naval budget is going...
they are decommissioning...
The international used ship market...*

We did.

We know the customers. We know the competitors. We know the market.

AMI International is the most respected source for actionable intelligence, which is why naval and industrial leaders have depended on us for over 18 years.

AMI provides the most up-to-date naval market intelligence through a comprehensive set of subscription and advisory services.

The source for actionable intelligence



What is an Advertising Proof?

- A model showing exactly how an ad will appear when printed



THAI FOOD EXPRESS

THE HOTTEST FASTFOOD IN TOWN


TAKE AWAY PARTYSERVICE INTERSERVICE
8000 Zurich Tel. 044 310 57 70 info@thaiexpress.ch

What are some questions that should be answered before final approval is given to a written advertisement?

- Does the ad stand out
- Does the ad create interest
- Is the illustration the right size
- Does the ad communicate the message

DRIVEN BY
DURA
TECHNOLOGY

SOME CARS HAVE GREAT ADS.
THIS AD HAS A GREAT CAR.



fusion


NEW
fordfusion

↳ THE NO NONSENSE CAR.

- 1.6L DURATEC ENGINE WITH 101PS POWER THAT OFFERS BEST-IN-CLASS ACCELERATION
- 146NM TORQUE FOR EFFORTLESS DRIVING IN HIGH-TRAFFIC CONDITIONS
- NEW LUXURIOUS, TWO-TONE INTERIORS
- HIGH SEATING PROVIDES A COMMANDING VIEW AND MAKES GETTING IN AND OUT EASY
- FLEXIBLE SPACE (337-1195LITRE)
- POWER STEERING, POWER WINDOWS AND PROGRAMMABLE KEY
- PRICE Rs. 5.69 LACS*

FOR MORE DETAILS CALL 1800 425 3515 / SMS 'FUSION' TO +91 99991 02000

www.india.ford.com

 Make Every Day Exciting

CONCLUSION

- Ad agencies are ultimately responsible for helping the client sell their image or product.
- Manufacturers and retailers share promotional costs through cooperative advertising
- Four components of a print ad: headline, copy, illustration, and signature.

■ DAILY JEOPARDY

Rate yourself on the next 4 learning goals and stop.

- Preparing print ads
- Purpose of advertising agencies
- Concept of cooperative advertising
- 4 components of a headline