PREPARING PRINT ADVERTISEMENTS

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.

10 lb	49¢
12 lb	66¢
17 lb	49¢
20 lb	64¢

2$11

2/$4

2/$5

2/$6

1.83

2/$4

59¢

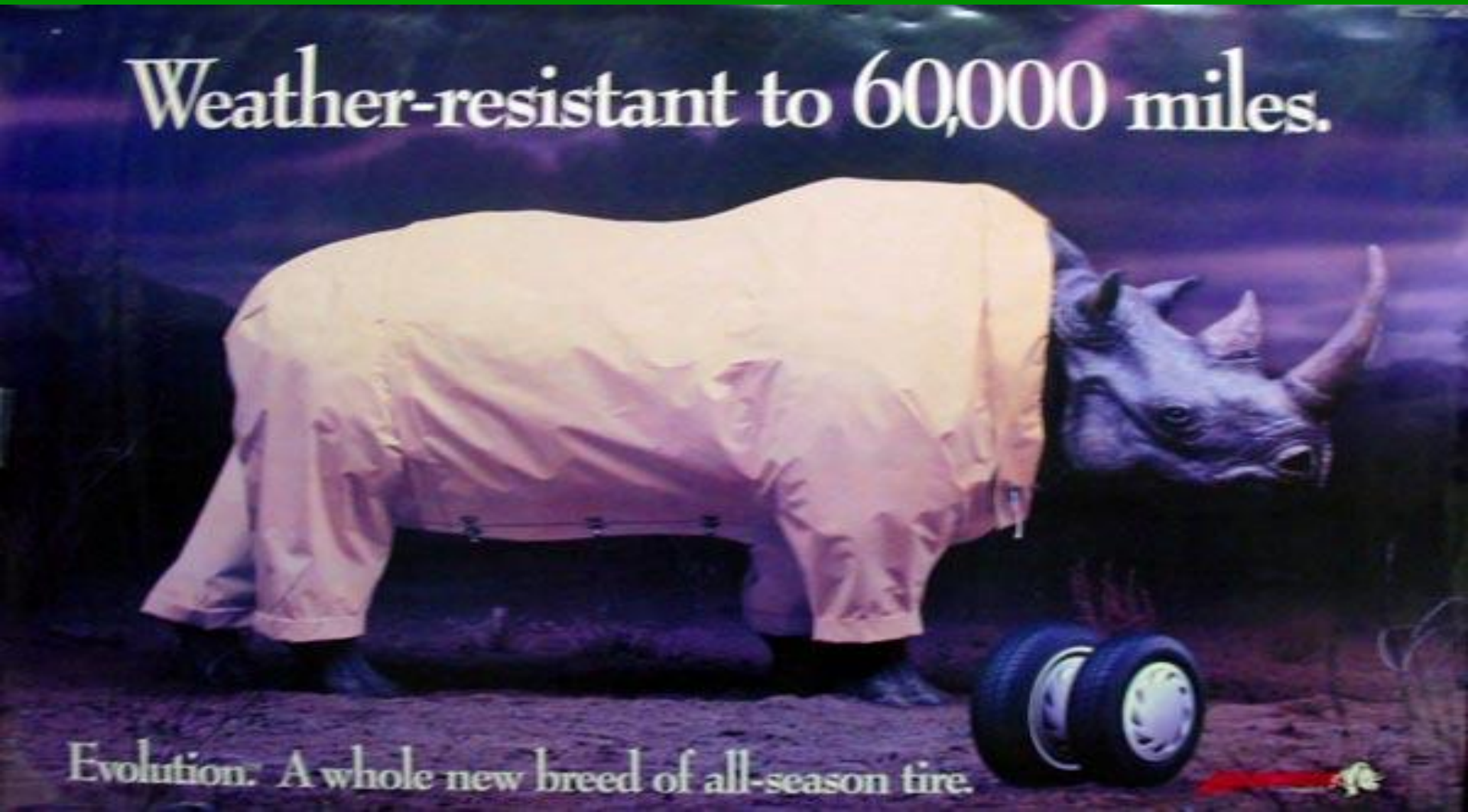
59¢

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

mperks.

Developing Print advertisements:

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



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
TRAINING
MY BETTER
IS BETTER
THAN YOUR
BETTER
WIN A NIKE SPARQ TRAINING WORKOUT

- 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
TOY STORY

- 3. Create an illustration

SIGNATURE

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

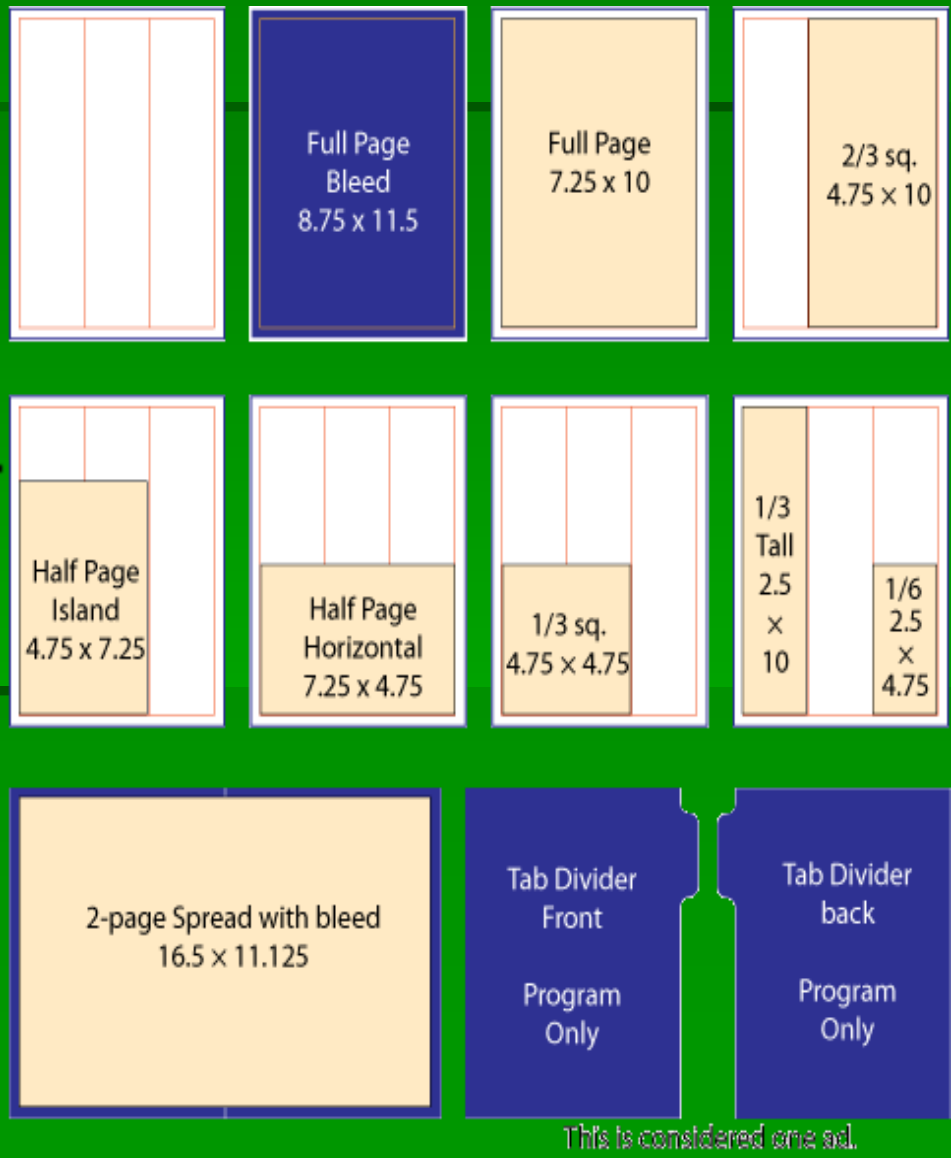
S**logan**- Saying that is used with a signature to create a distinct image for a company.

- 4. Create a signature and slogan

Developing Print Advertising Layouts

What is an ad layout?

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

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.

XEROX.

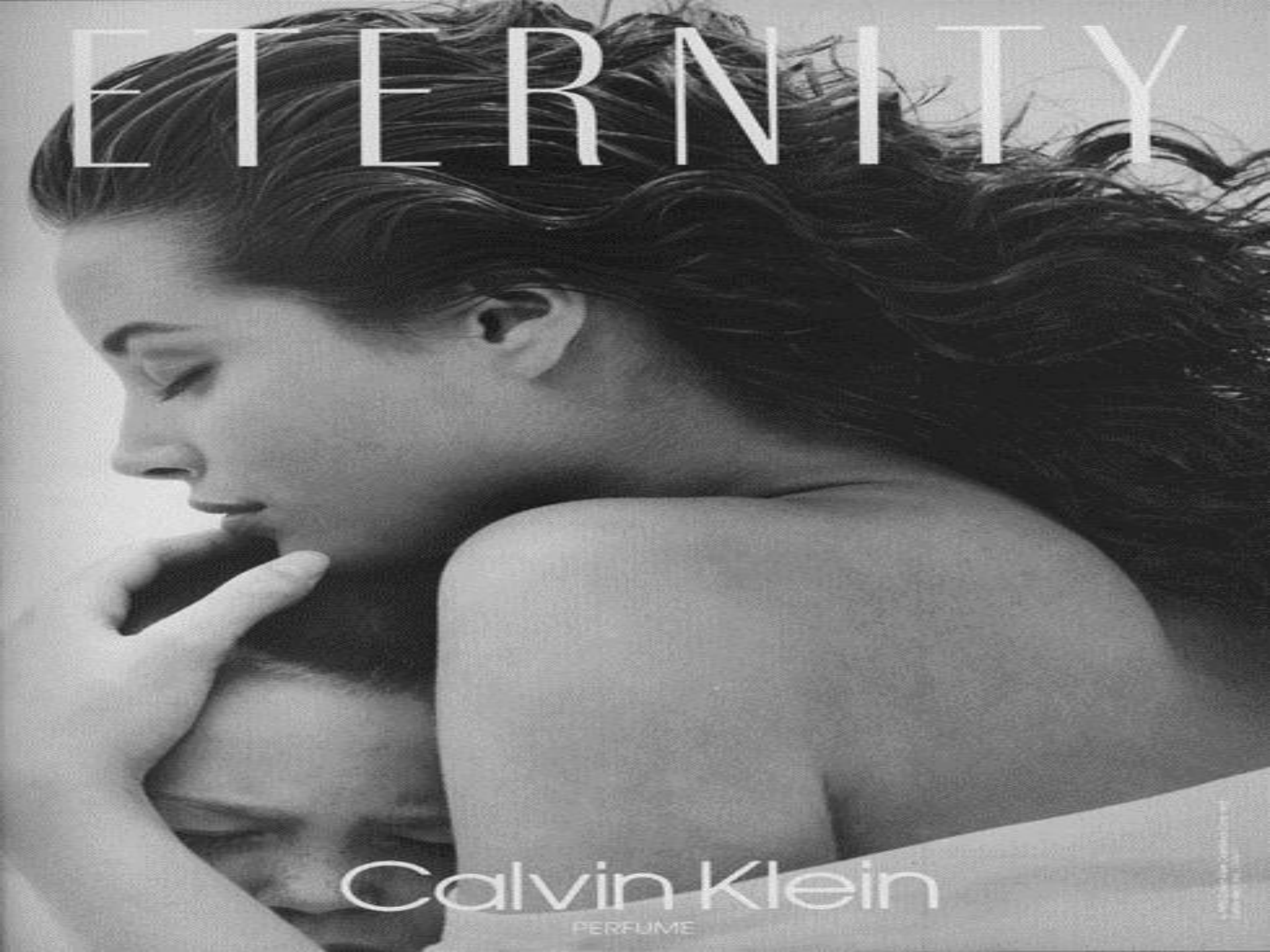
xerox.com/frugalcolor
1-800-ASK-XEROX

| Technology | Document Management | Consulting Services |

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

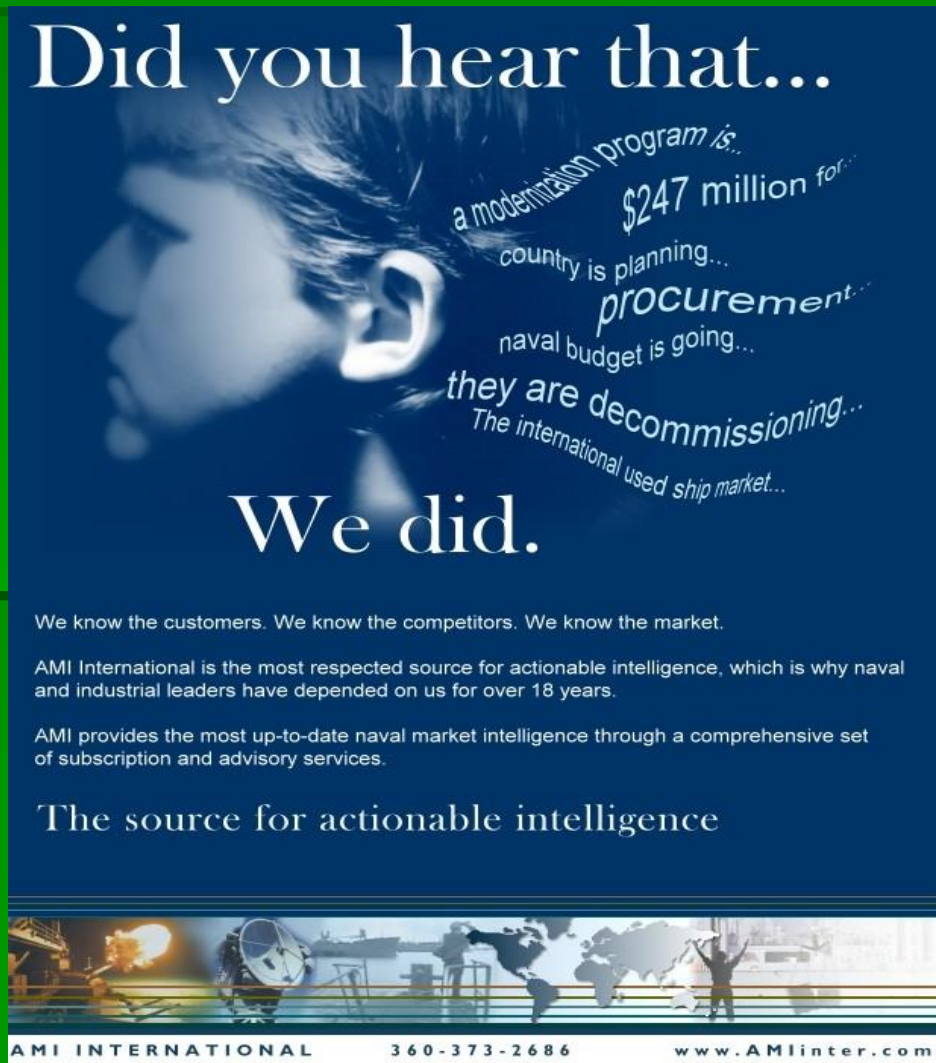
How does using color in print advertisements help?

- Makes the ad stand out
- Draws higher response rates


ETERNITY
Calvin Klein
PERFUME

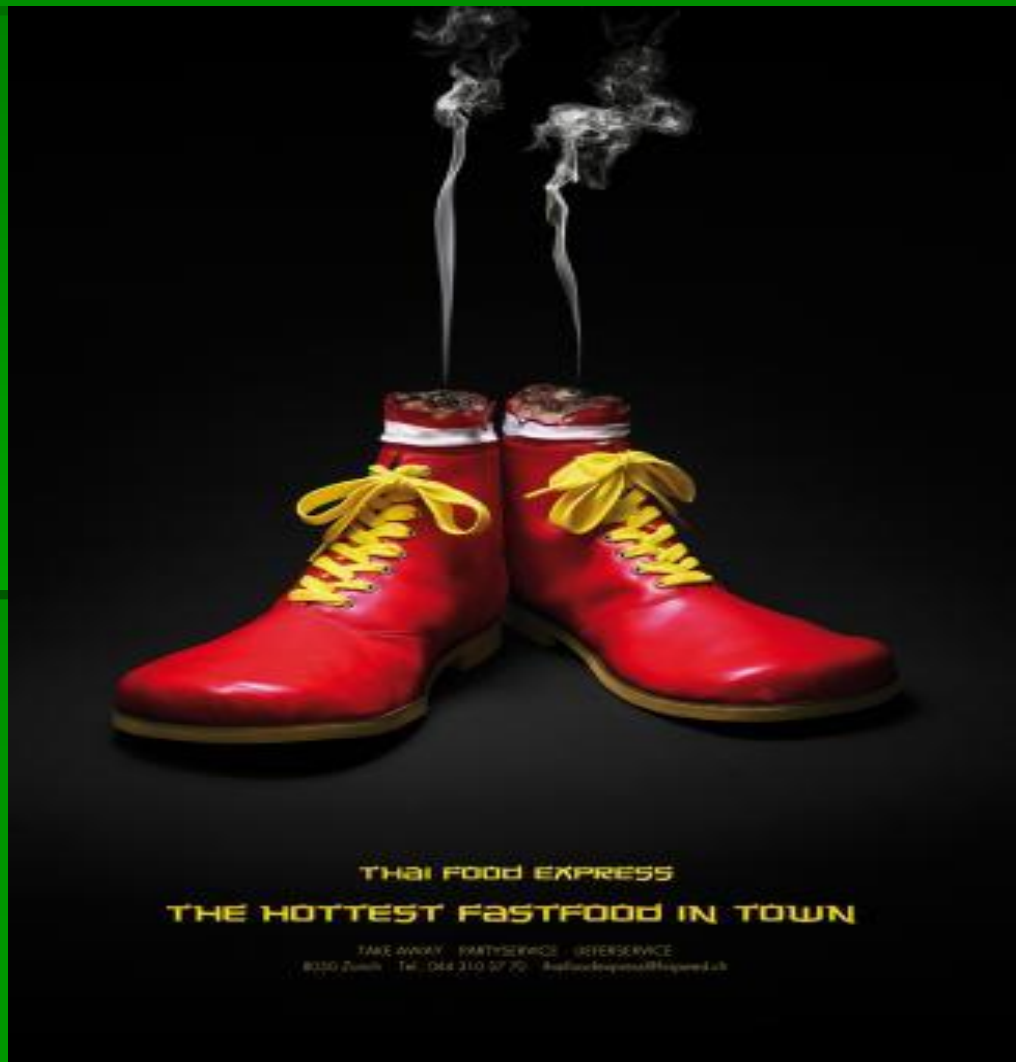
Why is it important to select the right typefaces and type sizes for Print Advertisements?

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



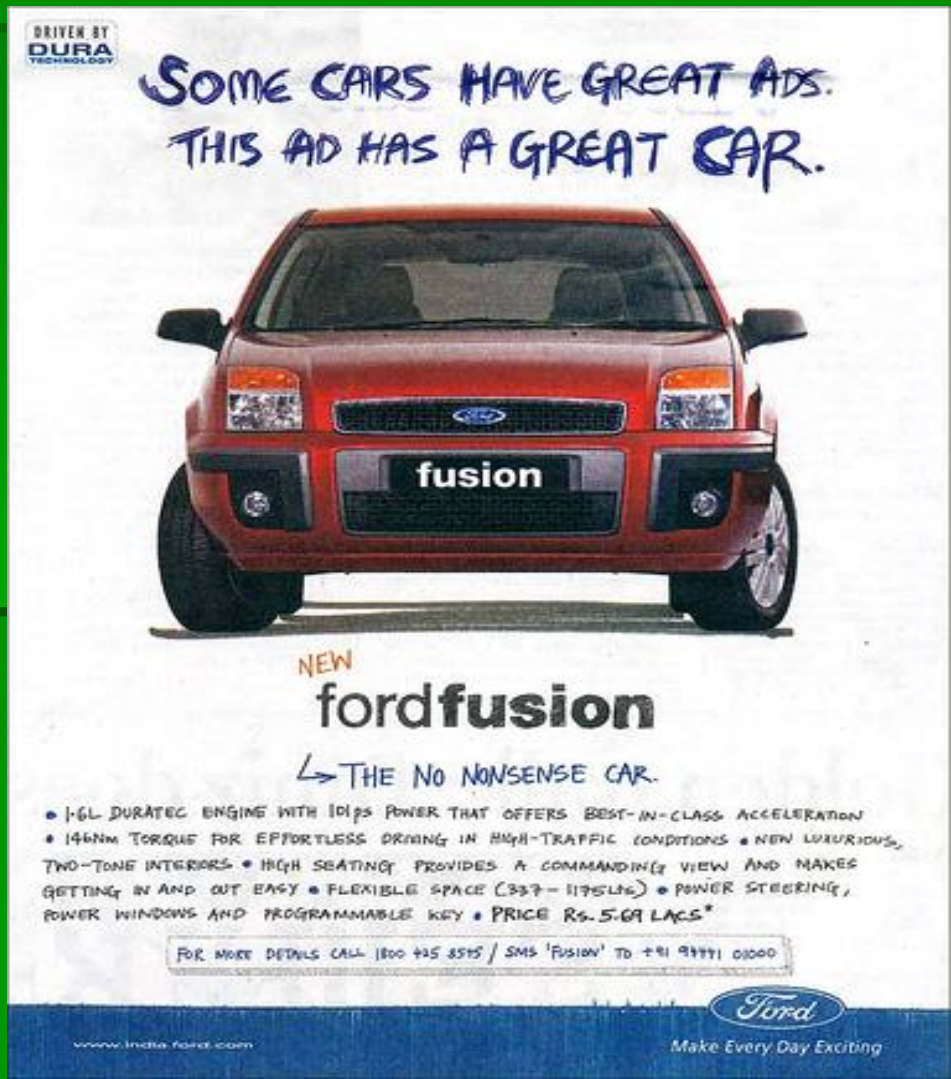
What is an Advertising Proof?

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



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



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