



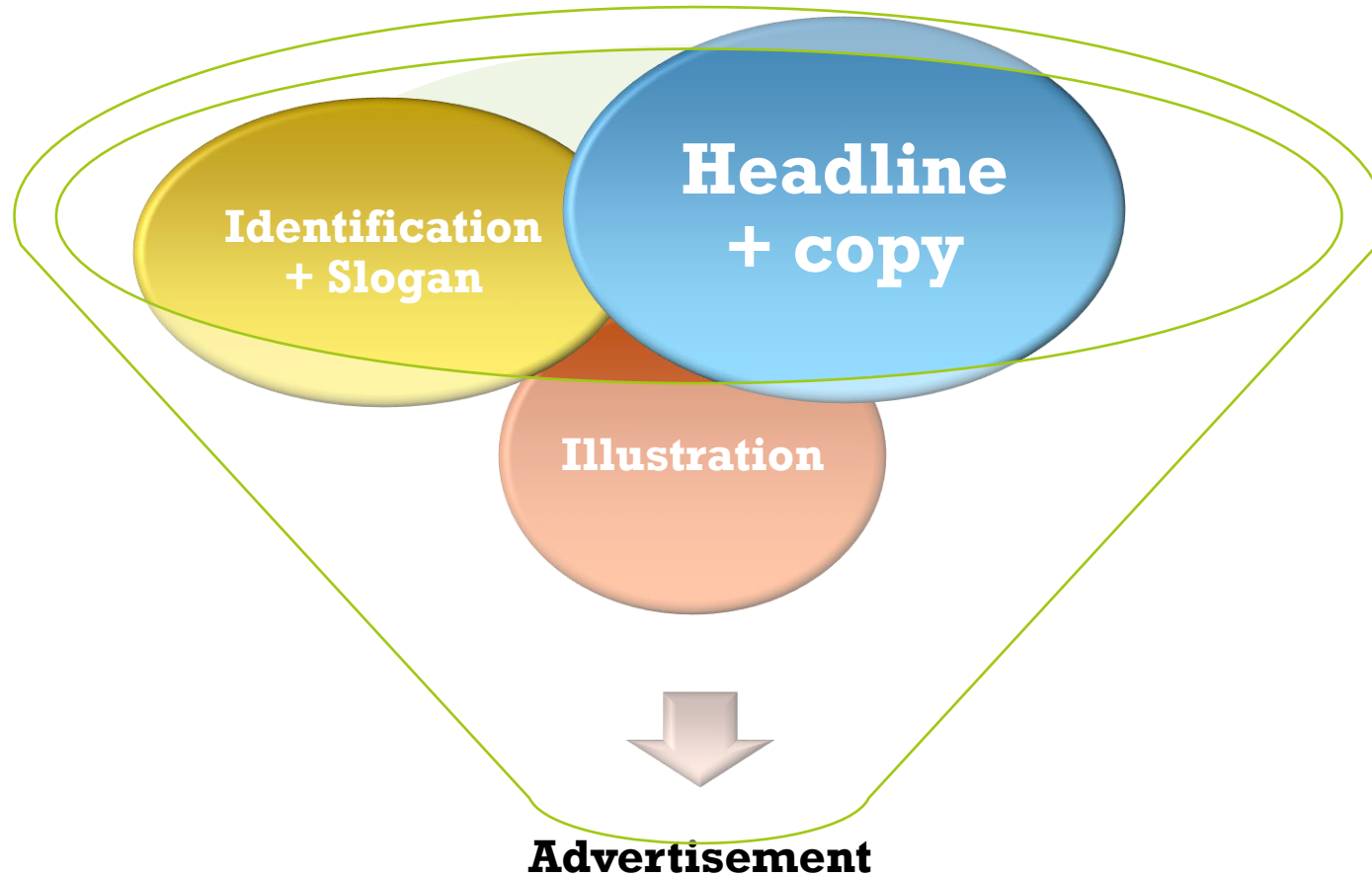
Designing Print
Advertisements-I
Elements of Print Ad

+

Elements of Print Ad

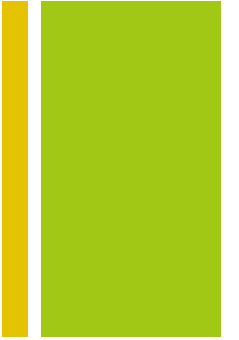
+

Elements of Print Advertisements





Headline

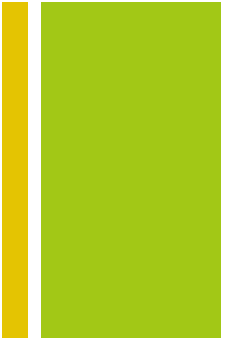


- Headlines: get the readers' attention, arouse interest by providing a benefit, and lead to the rest of the ad
 - Effective headlines select an audience
 - Headlines should be contained to seven words or less
 - Usually set in larger type apart from the rest of the ad
 - Must have a clear focus or main idea
- More than 80 percent of the people who look at print advertisements just read the headlines



+ **Headline Techniques**

- **Alliteration:** repeating initial consonant sounds
- **Paradox:** a seemingly contradictory statement that could be true
- **Rhyme:** “The Quicker Picker-Upper!”
- **Pun:** humorous use of words that suggest two or more of its meanings
- **Play on words:** “For soft babies and baby soft hands”





- Alliteration: WELCOME TO THE WORLD WIDE WOW (AOL)

- Paradox: The taste you love to hate (listerine)

- Rhyme: Give a hoot, don't pollute (US Forest Service)

- Pun: Best glue in the joint

 - Boo's

 - Knit Wit

 - Qui Qui Enterprises

- Play on Words: When it rains, it pours

 - When it pours, it reigns (Michelin)

 - Carl's Pane in the Glass (glass/window service in Texas)



+ Copy

Copy is the selling message in a written advertisement.

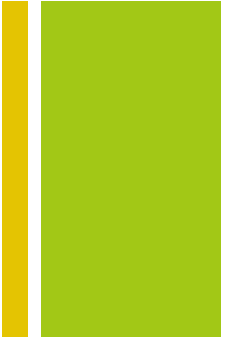
- ◆ Expands on the information in the headline or the product shown in an illustration.
- ◆ Should stress the benefits and features of the product advertised.



SELLING
THE
MESSAGE



Good Advertising Copy Should...



- ◆ Be simple and direct
- ◆ Appeal to the senses
- ◆ Explain the “who, what, where, when, why, and how” of the product
- ◆ Provide a call to action



TOYOTA
moving forward

Zero to sixty in 70% fewer emissions.
Harmony between man, nature and machine.

It gives you more power, while giving nature fewer smog-forming emissions than the average new vehicle. The 50 mpg-rated* 3rd generation Prius. Discover more at toyota.com/prius

3rd Generation
prius

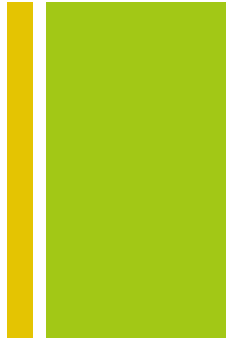
*2010 EPA 51/48/50 city/highway/combined mpg estimates. Actual mileage will vary. Options shown. ©2009 Toyota Motor Sales, U.S.A., Inc.

◆ Headline

Zero to sixty in 70% fewer emissions.

◆ Copy

It gives you more power, while giving nature fewer smog-forming emissions than the average new vehicle...



+ Illustration/ Visuals

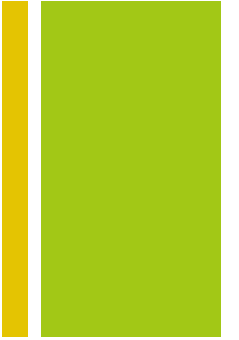


Usually a photograph, drawing, clip art, graph or chart

- ◆ Primary function is to attract attention
- ◆ Should show the product or how the product works
- ◆ Should tie into the headline and/or copy



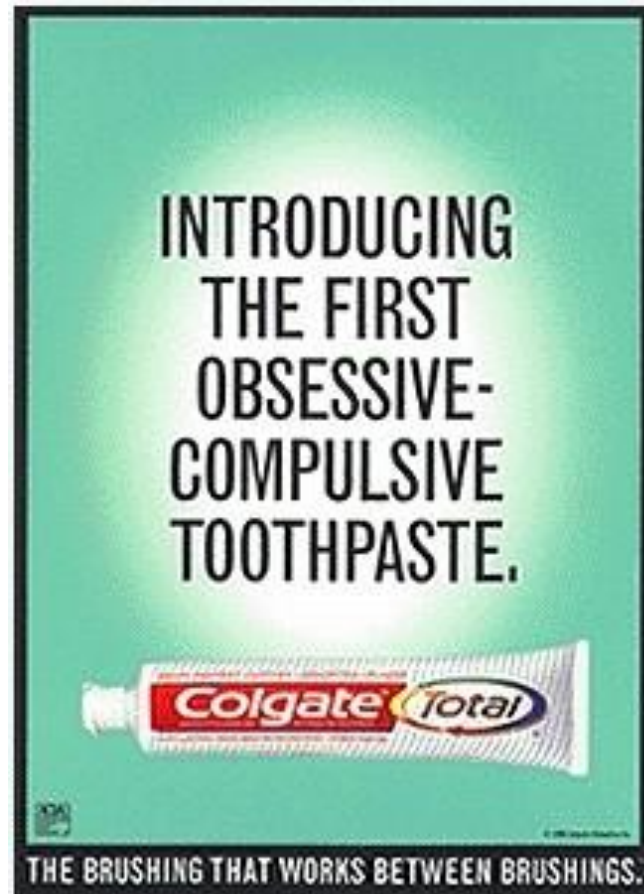
Determining the Chief Focus for Visuals



- Package containing the product
- Product alone
- Product in use
- How to use the product
- Product features
- Comparison of products
- User benefit
- Humor
- Testimonial

+

Package containing the product



+

Product Alone



The New Baconator.™
Careful. It can sense fear.



The Baconator™ is coming soon!
Order it alone, or as part of the New Wendy's®
#4 Combo. Just make sure you're prepared...

The Baconator™ is a mountain of mouth-watering taste that's always fresh and made to order. We put six strips of hickory smoked bacon on top of a 1/2 lb. of hot, juicy beef with melted American cheese, ketchup, and mayo for a full-flavored hamburger that won't be denied! We're bringing on The Baconator.™*

Fresh, never frozen. That's right.™



WN33651V *Net weight before cooking.
607

© 2007 Oldemark LLC.



Product in Use

The lipstick that lets you take on the world single-handedly

New from Avon
Pre-To-Go Lipstick

A lipstick and moisturizing balm in one you can open, apply and close with one hand.

Call Your Avon Representative
800 FOR AVON or visit [avon.com](http://www.avon.com)

Slide it open. Put it on. Slide it shut.

Hello Tomorrow

AVON



+

How to Use the Product





Product Features



+

Comparison of Products



I'm a PC.



I'm a Mac.



+

User Benefit



www.NIVEA.it

FOR
EXTRA STRONG
EXTRA LONG
NAILS



+

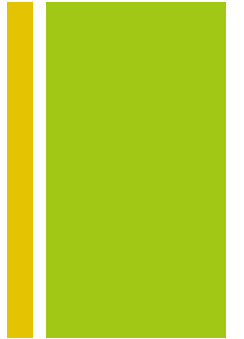
Humor



+ Identification/ Logo

*Distinctive symbol
associated with a business*

- ◆ Name of business
- ◆ Logo
- ◆ Slogan- Tag lines



+

Slogan/ Tag line

- Catch phrase or small group of words that are combined in a special way to represent a product or company
- Creates a distinct image for the company, its products, or its corporate mission



“Think different”



“Open happiness”



“Go further”



“Just do it”

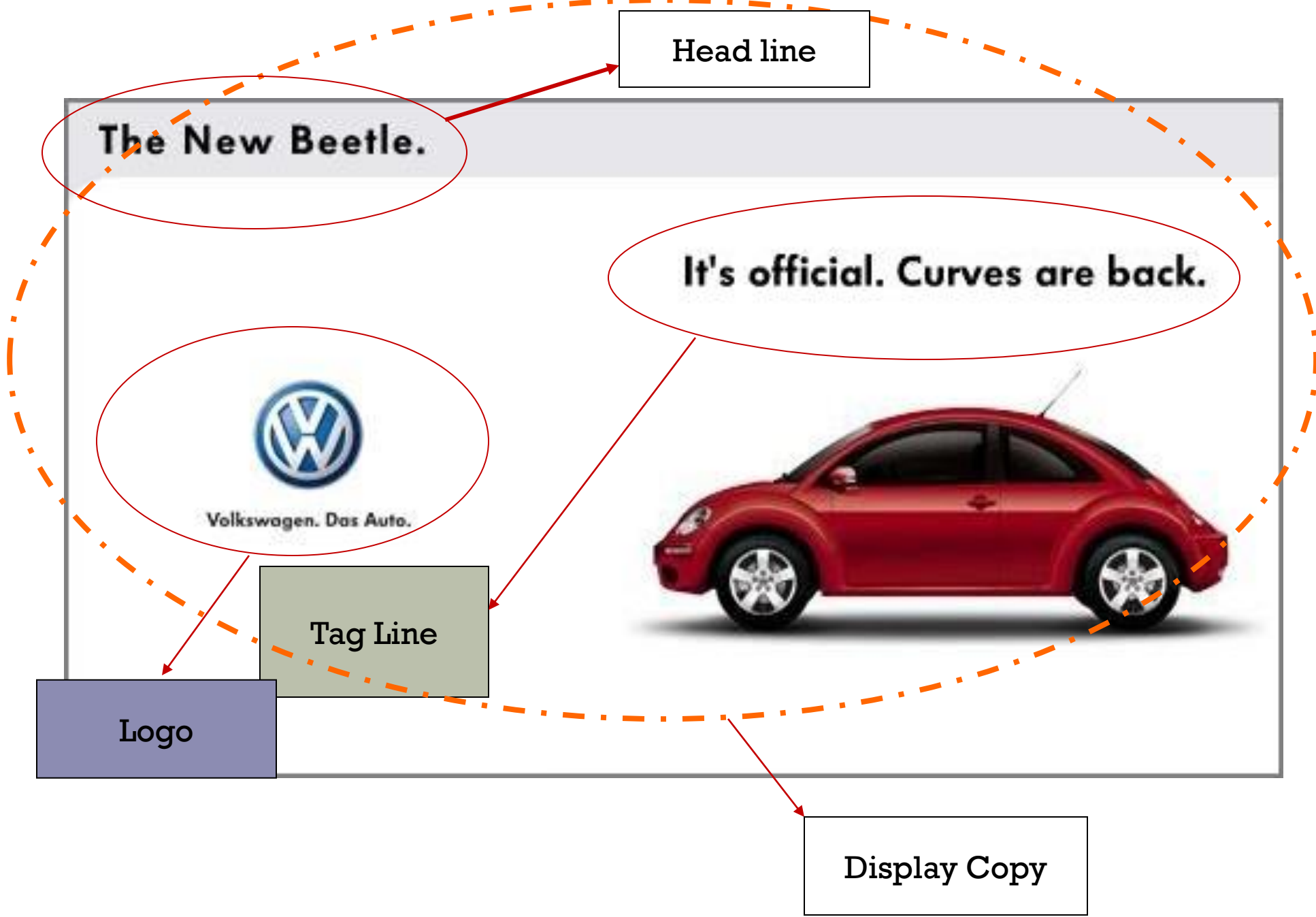


“I’m lovin’ it”



“Can you hear me now?”







Logo

Headline

The advertisement features a central image of a silver MacBook laptop with a vibrant, colorful abstract background on its screen. Above the laptop, the text reads "Meet your new lifestyle. Run by the new 13-inch Macbook." Below the laptop, there are two columns of text. The left column is accompanied by a small icon of a graphics card. The right column is accompanied by "HD" and "Apple TV" logos. At the bottom, the text "The Essence of Mac." and the URL "www.apple.com/essence" are displayed.

Illustration

Copy



1. Testing conducted by Apple in October 2008 using preproduction 2.4GHz Intel Core 2 Duo-based MacBook units with NVIDIA GeForce 9400M. MacBook systems with 2.4GHz Core 2 Duo and Intel GMA X3100 were shipping units. MacBook continuously monitors system thermal and power conditions, and may adjust processor speed as needed to maintain optimal system operation.



Logo

you know who could use a car like this? everyone.

Headline

Illustration

Copy

the INSiGHT. a new hybrid from Honda. Honda and hybrid. AKA, reliability and efficiency, two things everyone can use. Other useful things: an innovative battery, split fold-down rear seats and 43 hwy mpg. The hybrid designed and priced for us all. The new Insight.  from Honda. for everyone.

insight.honda.com 1-800-33-Honda EX model shown. *Based on 2010 EPA mileage estimates, reflecting new EPA fuel economy methods, beginning with 2008 models. Use for comparison purposes only. Do not compare to models before 2008. Actual mileage will vary. The Eco Assist symbol is a trademark of Honda Motor Co., Ltd., and may not be used or reproduced without prior written approval. © 2009 American Honda Motor Co., Inc.

