Designing Print Advertisements-I

Elements of Print Ad

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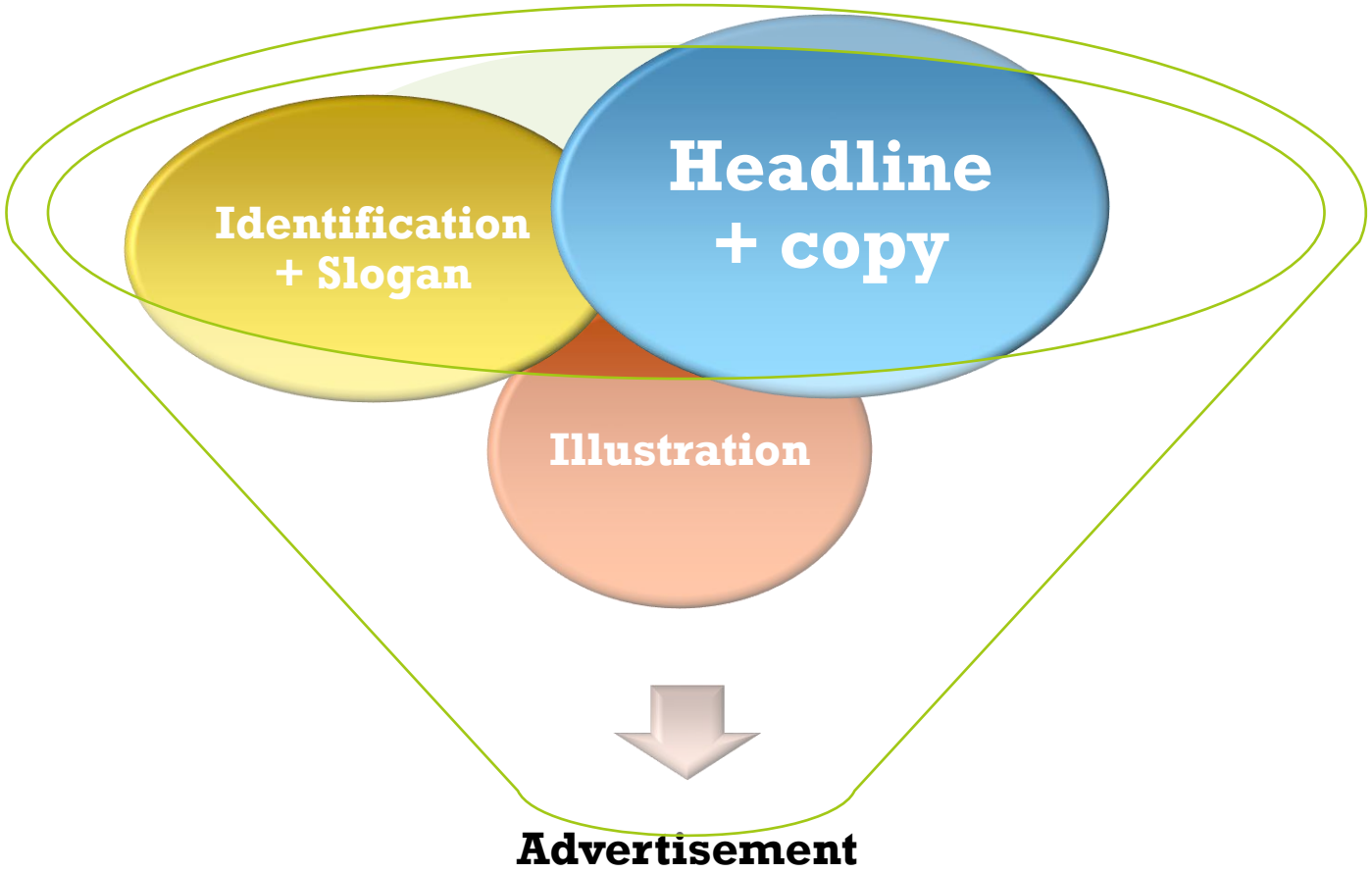


Headline

- 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)

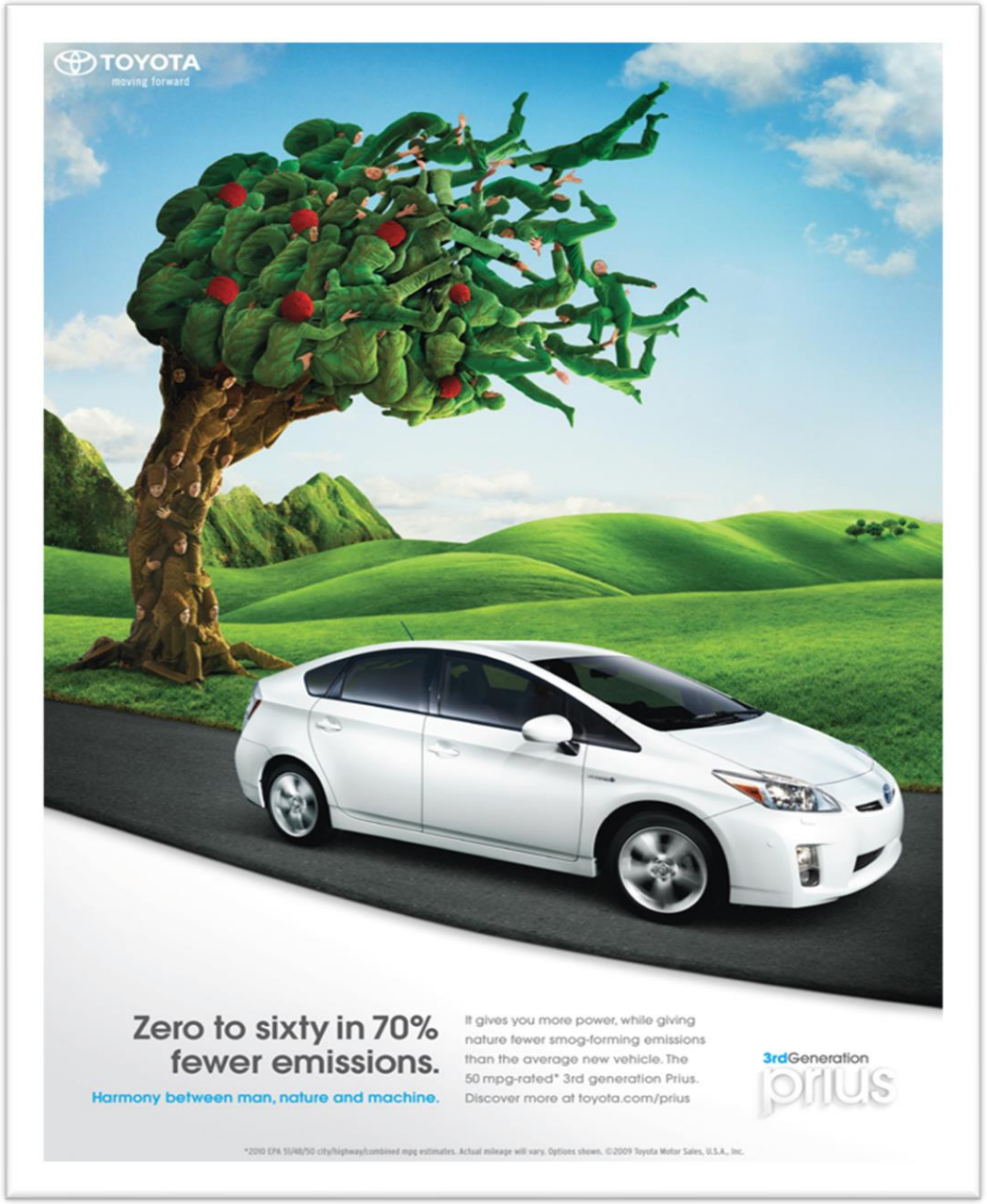
Copy

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.

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



- **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

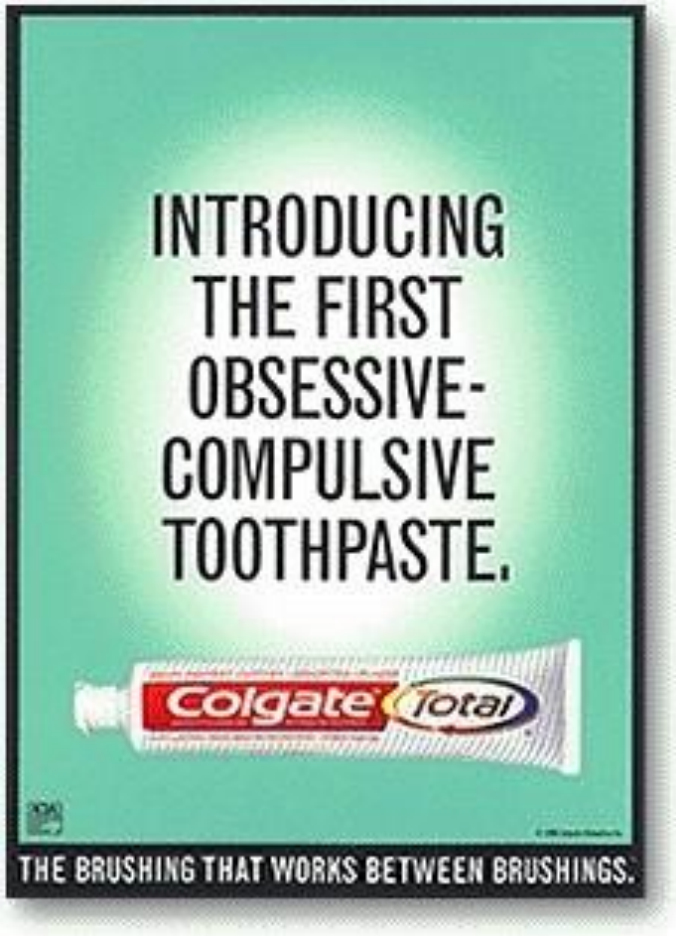
Usually a photograph, drawing, clip art, graph or chart

- 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

Product in Use

How to Use the Product

Product Features

Comparison of Products

User Benefit

Humor

REAL BIG BURGERS.
BURGER KING
BIGGER BETTER BURGER KING
Ad from AdverBox.com

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"

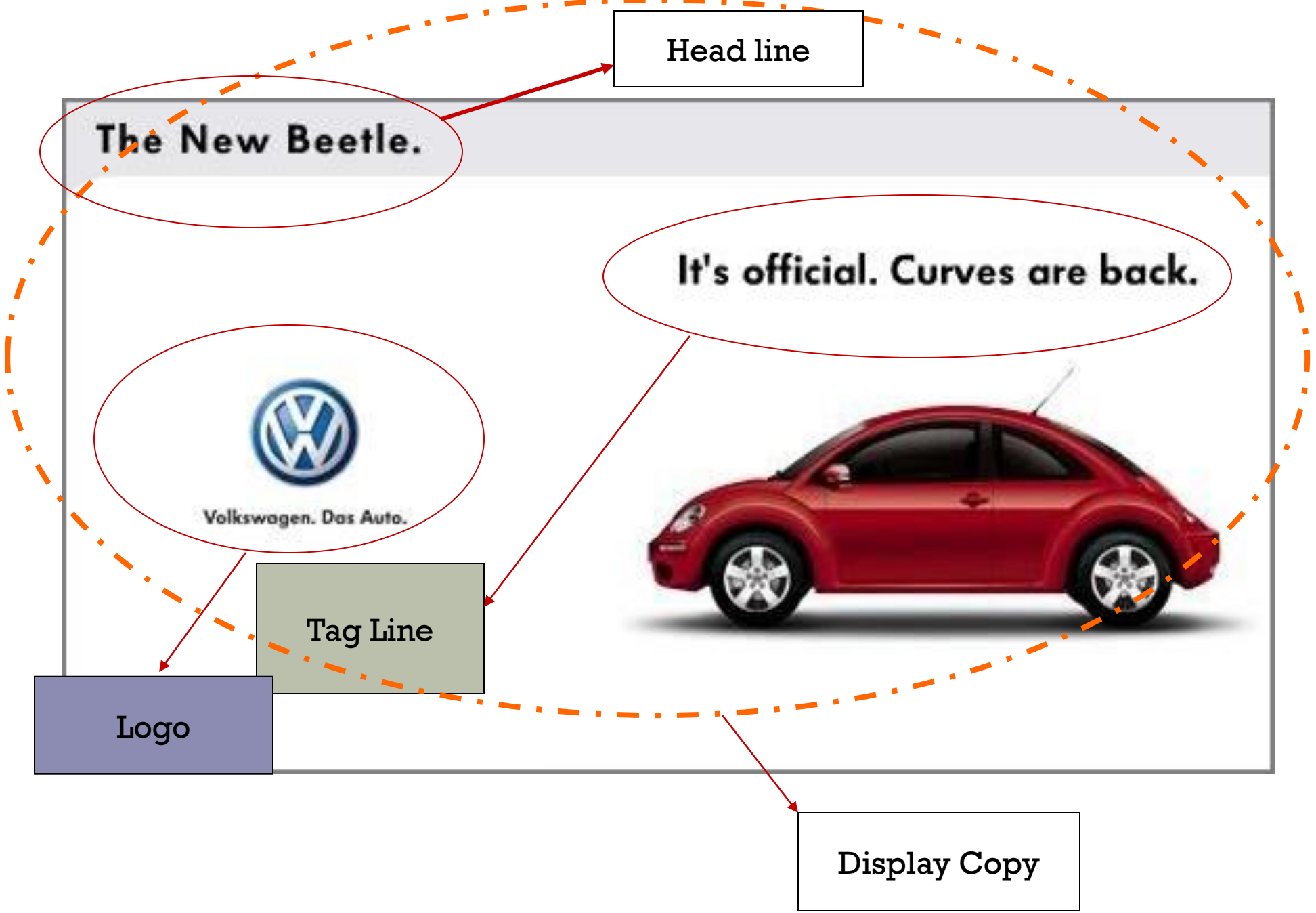
"Open happiness"

"Go further"

"Just do it"

"I'm lovin' it"

"Can you hear me now?"


Head line
The New Beetle.
It's official. Curves are back.
Volkswagen. Das Auto.
Tag Line
Logo
Display Copy

Logo

Headline

Illustration

Copy

Logo

Illustration

Headline

Copy