Chapter 20
Print Advertisements

- Section 20.1 Essential Elements of Advertising
- Section 20.2 Advertising Layout
Essential Elements of Advertising

Key Terms
- advertising campaign
- advertising agencies
- headline
- copy
- illustration
- clip art
- signature
- slogan

Objectives
- Discuss how advertising campaigns are developed
- Explain the role of an advertising agency
- Identify the main components of print advertisements
Essential Elements of Advertising

Graphic Organizer

Use a chart like this one to take notes about the components of a print ad.
An advertising campaign is a group of advertisements, commercials, and related promotional materials and activities designed to meet the specific goals of a company.

An integrated campaign involves the creation and coordination of a series of advertisements.
Advertising Agencies

Advertising agencies are independent businesses that specialize in developing ad campaigns and crafting the ads for clients. They do their job by:

- Setting objectives
- Developing advertising messages and strategies
Advertising Agencies

• Completing media plans
• Selecting media
• Coordinating related activities
Advertising Agencies

Larger advertising agencies employ specialists like:

- Copywriters
- Graphic artists
- Media experts and marketing researchers
- Legal advisers
Advertising Agencies

Limited-service agencies specialize in one aspect of the campaign. Larger advertisers are increasingly selecting specialists to strengthen certain areas of their promotional campaigns.
New Models for Advertising Agencies

New models for agencies include business formats such as:

- Creative boutiques
- Project team agencies
- Virtual agencies

A creative boutique is a specialized service agency that helps with creative production.
New Models for Advertising Agencies

Project team agencies provide copywriting, creative execution, and media placement without the overhead of a larger agency.

A virtual agency is one individual who coordinates the work of a network of experienced freelancers.
Developing Print Advertisements

Print advertisements have four key elements:

• Headline
• Copy
• Illustrations
• Signature

Some ads also include a company slogan.
The **headline** is the phrase or sentence that attracts the readers’ attention to a product or service. A headline should also lead readers into the ad’s illustration and make them want to read the copy.
Before writing a headline, a copywriter must know the needs of the target market, including matters concerning:

- Price and delivery
- Performance and reliability
- Service and quality
Effective headlines are brief. They identify a benefit of the product or service and stress those benefits by making promises, asking questions, posing challenges, or using testimonials.
Copy

The **copy** is the selling message of a written advertisement. It details how the product or service meets the customer needs. It should:

- Be personal and friendly
- Be simple and direct
- Appeal to the senses
Copy

- Answer questions about the product using facts
- Add desire and urgency to the ad
- Provide a personal call to action now or in the near future

An ad should use simple and direct copy.
Illustration

The *illustration* is the photograph, drawing, or other graphic elements used in an advertisement. It should attract and hold attention and encourage action.

*Clip art* takes the form of images, stock drawings, and photographs. Clip art is often used for print advertisements.
Illustration

What elements in this ad entice the viewer or the reader to take a look pay attention?

An ad’s illustration should attract and hold the reader’s attention.
The **signature** †, or logotype (logo), is the distinctive identification symbol for a business. A well-designed signature gets instant recognition for a business.
A **slogan** is a catchy phrase or words that identify a product or company. Here are some techniques copywriters use when developing slogans:

- Alliteration uses repeating initial consonant sounds.
- A paradox is a seeming contradiction that could be true.
Signature

- Rhyme uses rhyming words or phrases.
- A pun is a humorous use of a word that suggests two or more of its meanings or the meaning of a similarly-sounding word.
- A play on words cleverly uses words to mean something else.
Advertising Layout

Objectives

- Explain the principles of preparing an ad layout
- List advantages and disadvantages of using color in advertising
- Describe how typefaces and sizes add variety and emphasis to print advertisements
Advertising Layout

Graphic Organizer

Use a chart like this one to take notes on the principles of ad design.

Tips for Developing Effective Ad Layouts

1. Leave white (unused) space.
2. 
3. 
4. 
Developing Print Advertising Layouts

An ad layout is a sketch that shows the general arrangement and appearance of a finished ad. It clearly indicates the position of the:

- Headline
- Illustration and copy
- Signature
Components of Effective Ad Layouts

Ad layouts should be prepared in exactly the same size as the final advertisement. The illustrations should grab attention through size, humor, or dramatic content.

The best ads contain a focal point and lines of force that guide the viewer through the copy.
Using Color In Print Advertisements

A color ad is usually more realistic and visually appealing and commands the reader’s attention more than a black-and-white ad does.

Although color ads are more expensive than black-and-white ads, studies have shown they are more cost-effective.
Using Color In Print Advertisements

Be sure to choose colors appropriate to the mood of your ad. Also, consider the fact that colors have different meanings in different cultures.
Selecting Typefaces and Type Sizes for Print Advertisements

The look and appearance of the type is called the typeface. A complete set of letters in a specific size and typeface is called a font.
Selecting Typefaces and Type Sizes for Print Advertisements

The appearance of the typeface affects the entire character of an advertisement. It is important that the font is large enough to read.
Checking Advertising Proofs

When advertisements are first created, an advertising proof is developed. It shows exactly how an ad will appear in print. To evaluate a proof, an advertiser will consider these criteria:

- The ad should stand out next to other ads.
- The layout should look clean and uncluttered.

advertising proof
A representation of an ad that shows exactly how it will appear in print.

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Checking Advertising Proofs

- The font needs to be easy to read and help to emphasize the company’s message.
- The signature should be apparent and distinctive.
- The intended message and image projected must be appropriate for the target audience.
Section 20.1

- Print advertisements usually contain four key elements: headline, copy, illustrations, and signature. Some advertisements also include the company’s slogan, which is often presented with or near the signature.
Section 20.1

- An advertising campaign coordinates a series of ads around a theme. Ad agencies specialize in developing ad campaigns and crafting ads for clients.
Section 20.2

• Businesses need to follow ad layout principles when developing print advertisements. Companies can turn to a variety of sources for helping in developing their ad layouts.
This chapter has helped prepare you to meet the following DECA performance indicators:

- Explain components of advertisements.
- Demonstrate appropriate creativity.
- Prepare simple written reports.
- Make oral presentations.
- Determine customer/client needs.