Parts of a Print Advertisement

Advertising Lesson 2

Print Advertisements

- Any type of advertising that is in written format, such as:
  - Newspaper ad
  - Magazine ad
  - Billboards (outdoor advertising)
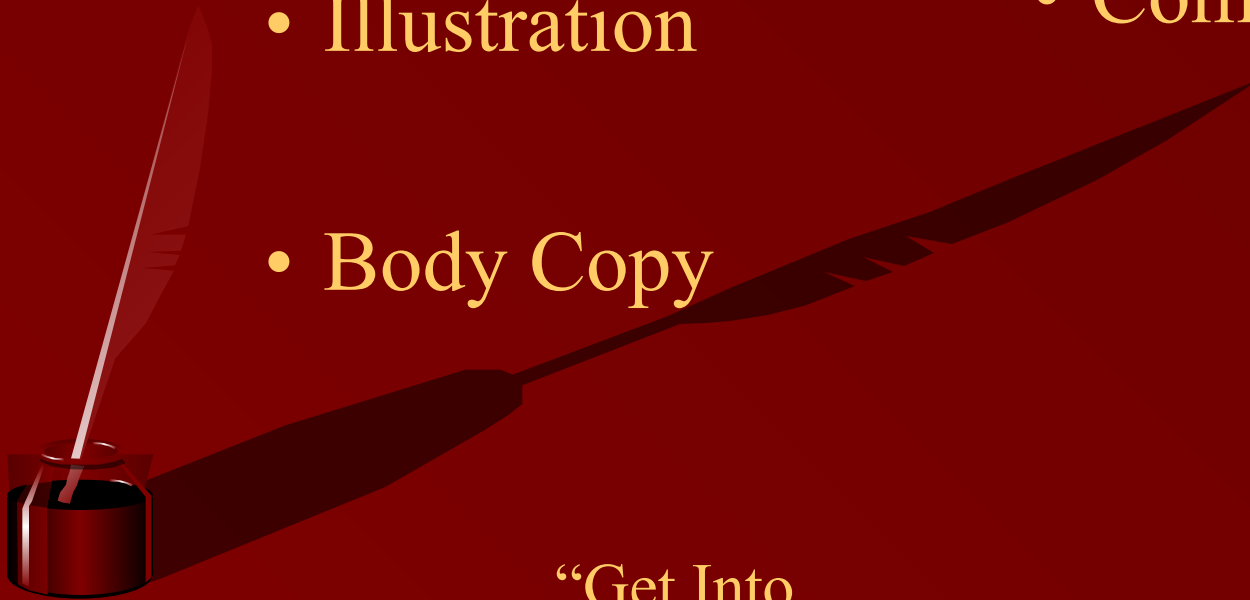 - Transit ads (buses, bus stations, bus stops, taxis, trucks)

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Main Parts of a Print Ad

- Headline

- Illustration

- Body Copy

- Tag-Line

- Company Details

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Headline

- A strong statement which includes the major selling point

- Must grab the reader's attention

- Must be short (no more than 7 words)

- Example: EAT MOR CHIKIN

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Illustration

- Reinforces the headline
- Shows how your product works or what it looks like
- Must grab the reader's attention
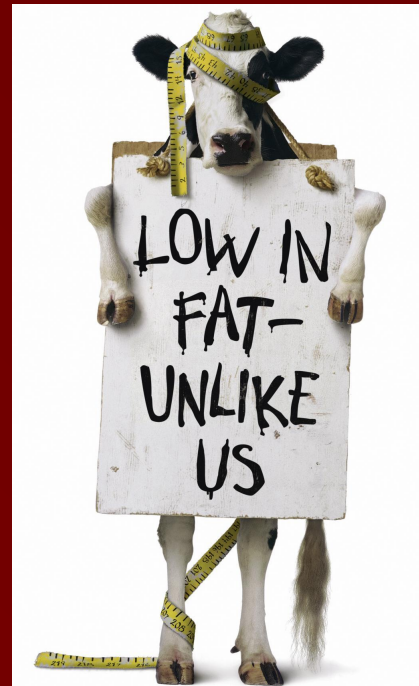- Example: Chick-Fil-A Cows

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Body Copy

- Text that persuades the reader to buy your product
- Must be interesting
- Must tell the reader something that he/she wants to know.

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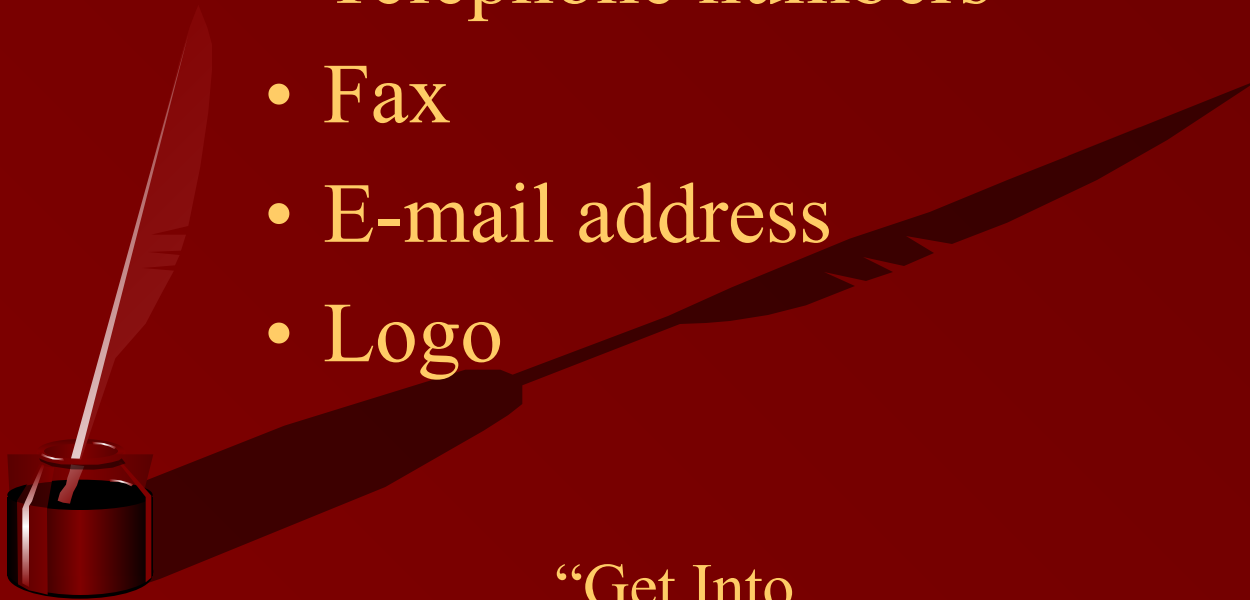Memory Reed
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Tag-Line

- Summarizes your product or the philosophy of your company

- It should encourage the reader to act, i.e. to go and find out more and buy the product.

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Company Details

- Name
- Address
- Telephone numbers
- Fax
- E-mail address
- Logo

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AIDA

An ad will only have a few seconds to influence someone, so a good ad uses the following formula:

- **A** - Attention (Awareness): attract the attention of the customer.

- **I** - Interest: raise customer interest by demonstrating features, advantages, and benefits.

- **D** - Desire: convince customers that they want and desire the product or service and that it will satisfy their needs.

- **A** - Action: lead customers towards taking action and/or purchasing.

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Spoiling Ads

- Clutter – If you fill the space full of words and pictures, people will be put off reading it. Small writing is difficult to read.

- Jargon – Difficult words and long sentences put people off

- Facts & Figures – No one wants to read a boring load of facts and figures. Use the minimum to get people interested.

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Activity

- Now lets see what you can do.

- Assess a Print Ad

- Design an ad for your business

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