

# Marketing Essentials



## Chapter 20

### print advertisements

#### Section 20.1 Elements of Advertising

#### Section 20.2 Advertising Layout

# Elements of Advertising



## Before You Read

**ANALYZE** Compare print ads from a recent newspaper or magazine. What are key elements they share?

## OBJECTIVES

- **Discuss** how advertising campaigns are developed.
- **Explain** the role of an advertising agency.
- **Identify** the main components of print advertisements.

## **THE MAIN IDEA**

Successful advertising campaigns include essential elements to help sell goods and services.

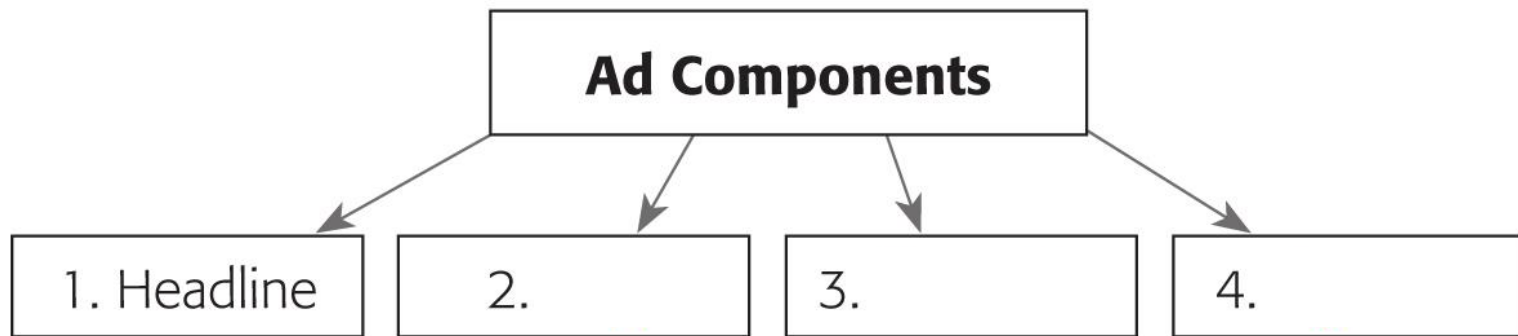
## VOCABULARY

- advertising campaign
- advertising agencies
- logotype
- headline
- copy
- illustration
- clip art
- signature
- slogan

# Elements of Advertising

## Graphic Organizer

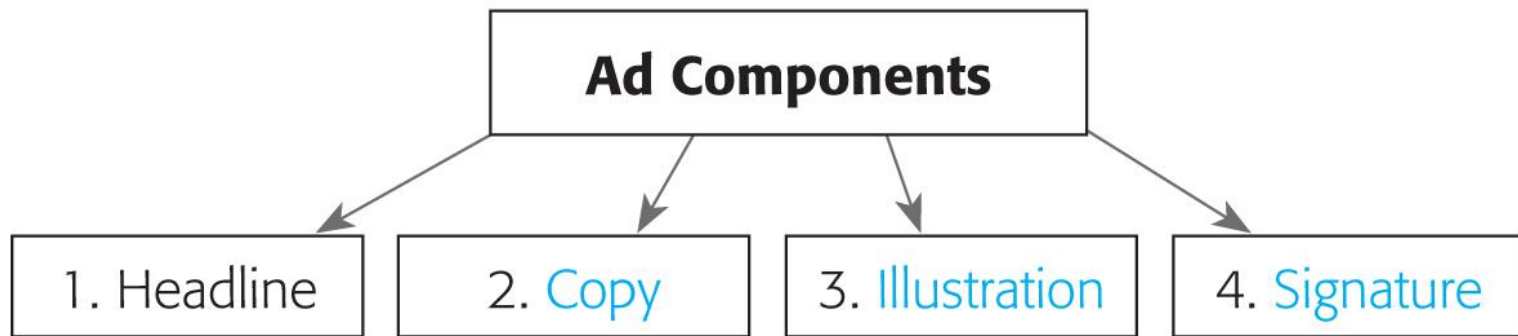
### Components of a Print Ad



# Elements of Advertising

## Graphic Organizer

### Components of a Print Ad



## The Advertising Campaign

### Planning an Integrated Advertising Campaign

- 1 Identify the target audience
- 2 Determine objectives
- 3 Establish the budget
- 4 Develop the message
- 5 Select the media
- 6 Evaluate the campaign



### **advertising campaign**

A group of advertisements, commercials, and related promotional materials and activities that are designed as part of a coordinated advertising plan to meet the specific goals of a company.

# Elements of Advertising

## The Advertising Campaign

What is an advertising agency?



### **advertising agency**

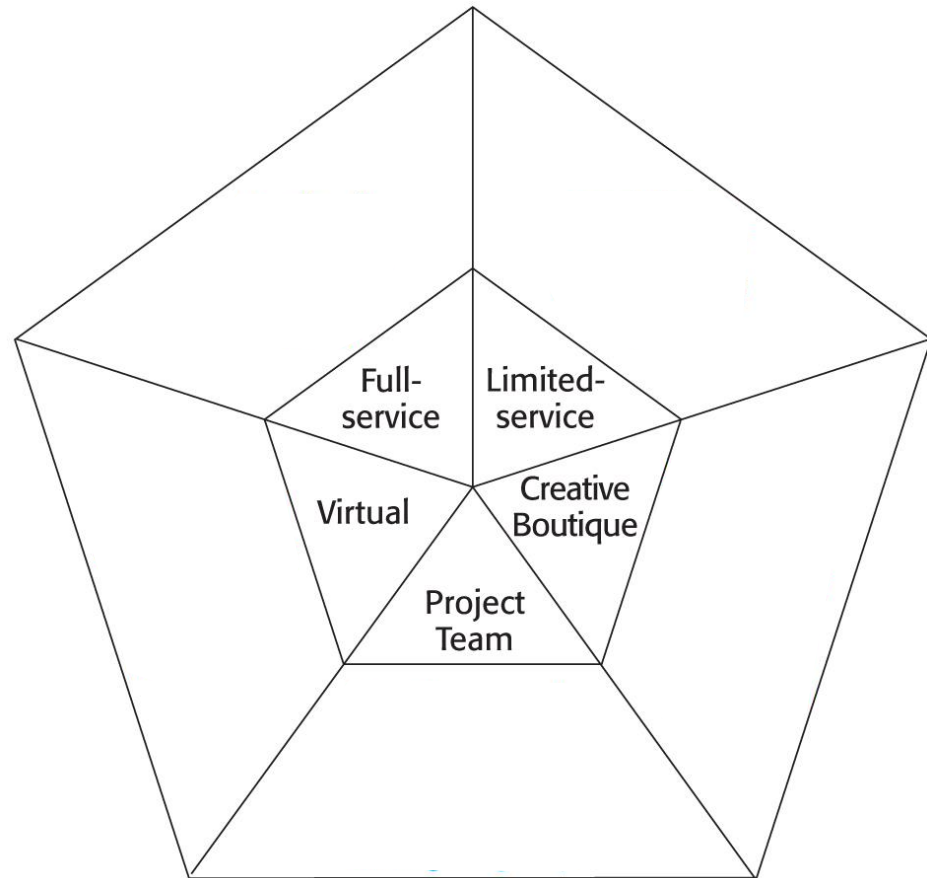
An independent business that specializes in developing ad campaigns and crafting the ads for clients.

# Elements of Advertising

## The Advertising Campaign

Graphic  
Organizer

Describe the Different  
Types of Advertising  
Agencies

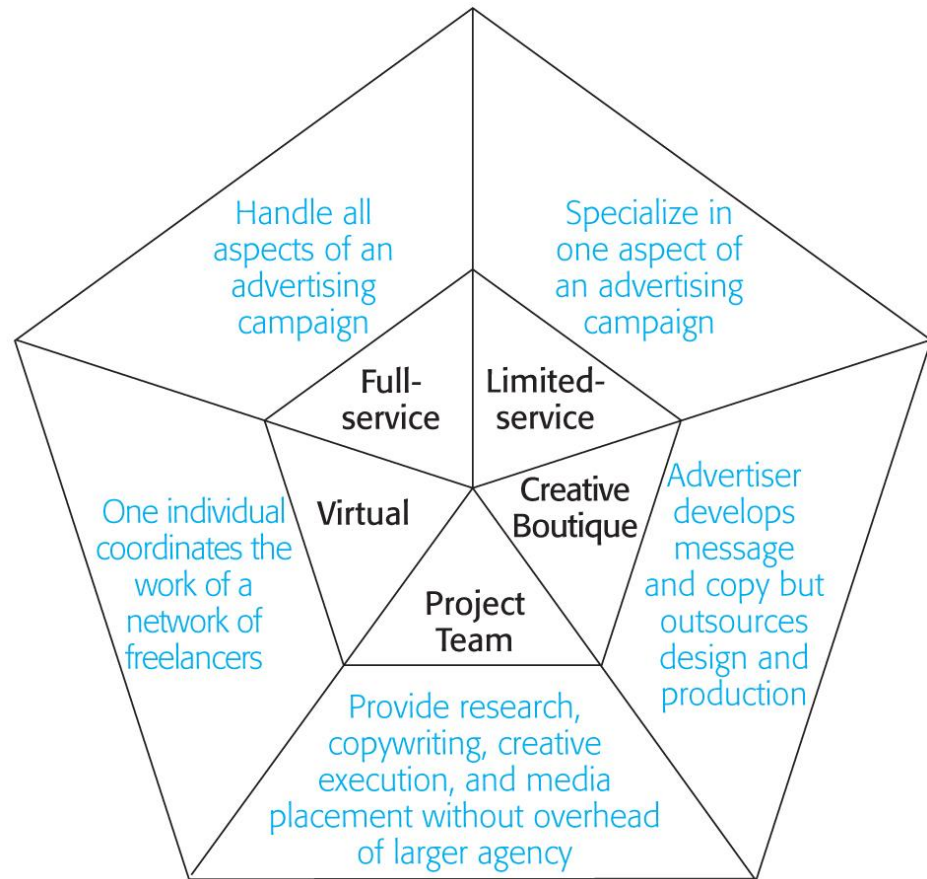


# Elements of Advertising

## The Advertising Campaign

### Graphic Organizer

Describe the Different  
Types of Advertising  
Agencies



# Elements of Advertising

## The Advertising Campaign

### New Models for Advertising Agencies

**Creative Boutiques**

**Project Team  
Agencies**

**Virtual Agencies**

## Developing Print Advertisements

What is a logotype?



### **logotype**

A graphic symbol for a company, brand, or organization; logo.

# Elements of Advertising

## Developing Print Advertisements

### Elements of Print Advertisements

Headline



#### headline

The phrase or sentence in an advertisement that captures the readers' attention, generates interest, and entices them to read the rest of the ad.

## Developing Print Advertisements

### Elements of Print Advertisements

**Headline**

**Copy**



**copy**

The selling message of a written advertisement.

# Elements of Advertising

## Developing Print Advertisements

### Elements of Print Advertisements

**Headline**

**Copy**

**Illustration**

**Clip Art**



#### **illustration**

The photograph, drawing, or other graphic element that is used in an advertisement.



#### **clip art**

Inexpensive or free images, stock drawings, and photographs.

## Developing Print Advertisements

### Elements of Print Advertisements

**Headline**

**Copy**

**Illustration**

**Signature**

**Clip Art**

**Slogan**



#### **signature**

The name of the advertiser or logotype that is the distinctive identification symbol for a business.



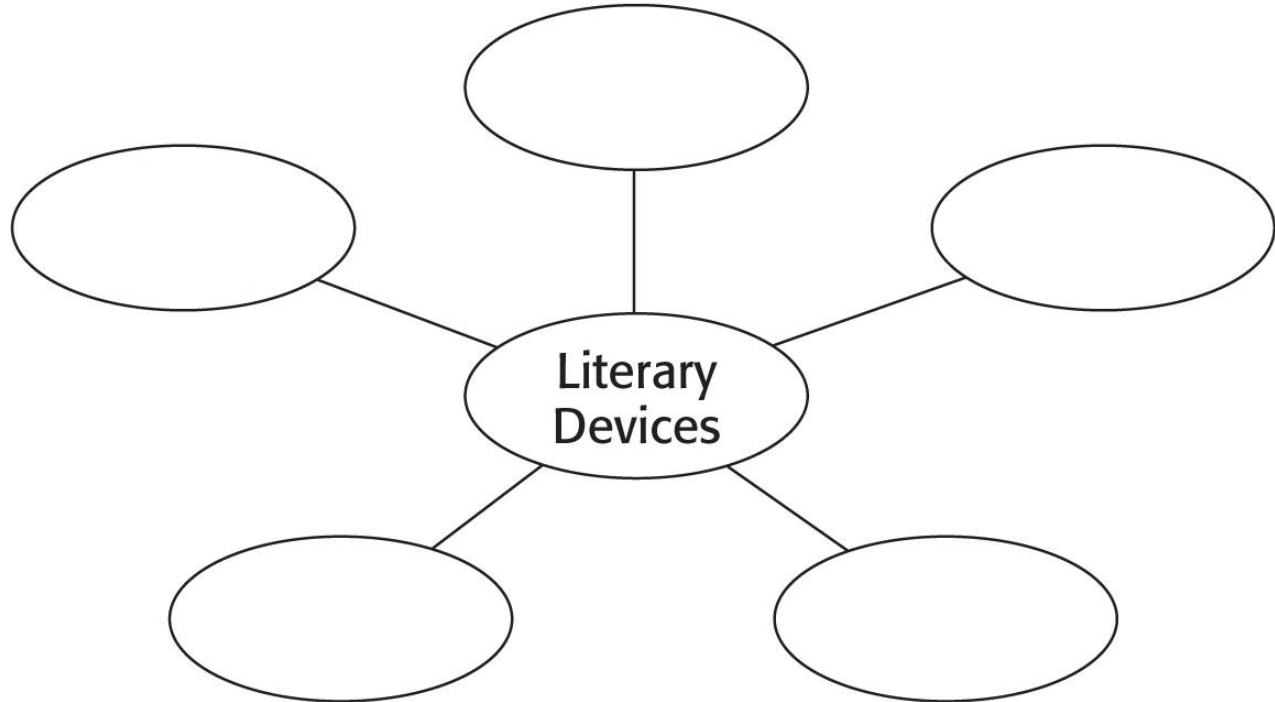
#### **slogan**

A catchy phrase or words that identify a product or company.

## Developing Print Advertisements

Graphic  
Organizer

Five Literary Devices

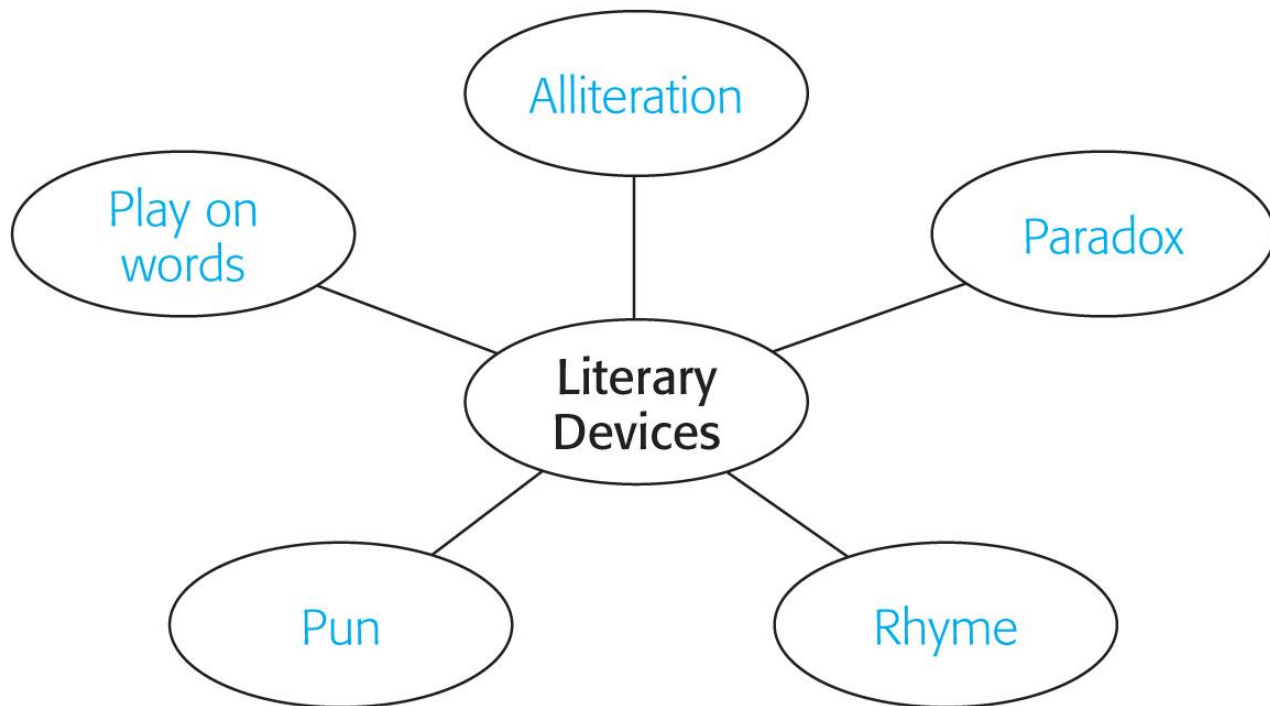


# Elements of Advertising

## Developing Print Advertisements

Graphic  
Organizer

Five Literary Devices



# Elements of Advertising



## After You Read

## Section 20.1

1. **Explain** why a headline is an important part of a print ad.

The headline captures the readers' attention, arouses their interest, and entices them to read the rest of the ad.

# Elements of Advertising



## After You Read

## Section 20.1

### 2. **Describe** what illustrations should show about a product.

Illustrations should transmit a message that would be difficult to communicate with words alone. It could show the product, how it works, safety features, or its benefits.

# Elements of Advertising



## After You Read

## Section 20.1

3. **Generate** a slogan for a product you use and explain the literary device you used.

Slogans will vary but should use one of the following literary devices: alliteration, paradox, rhyme, pun, or play on words.

# Advertising Layout



## Before You Read

**PREDICT** How might the use of color in a print ad affect a viewer's reaction?

## 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.

## **THE MAIN IDEA**

Advertisers must understand effective design principles when developing ad layouts in order to quickly attract the attention of a targeted audience.

## VOCABULARY

- ad layout
- advertising proof

# Advertising Layout

## Graphic Organizer

### Tips for Developing Effective Ad Layouts

1. Leave white (unused) space.

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2.

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3.

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4.

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# Advertising Layout

## Graphic Organizer

### Tips for Developing Effective Ad Layouts

1. Leave white (unused) space.
2. Make illustrations large enough to grab attention.
3. Color is more realistic and visually appealing.
4. Employ distinctive and appropriate type faces and sizes.

## Print Advertising Layouts

### Sources for Ad Layout Services

**Newspaper Salespeople**

**Magazine Representatives**

**Advertising Agency Personnel**



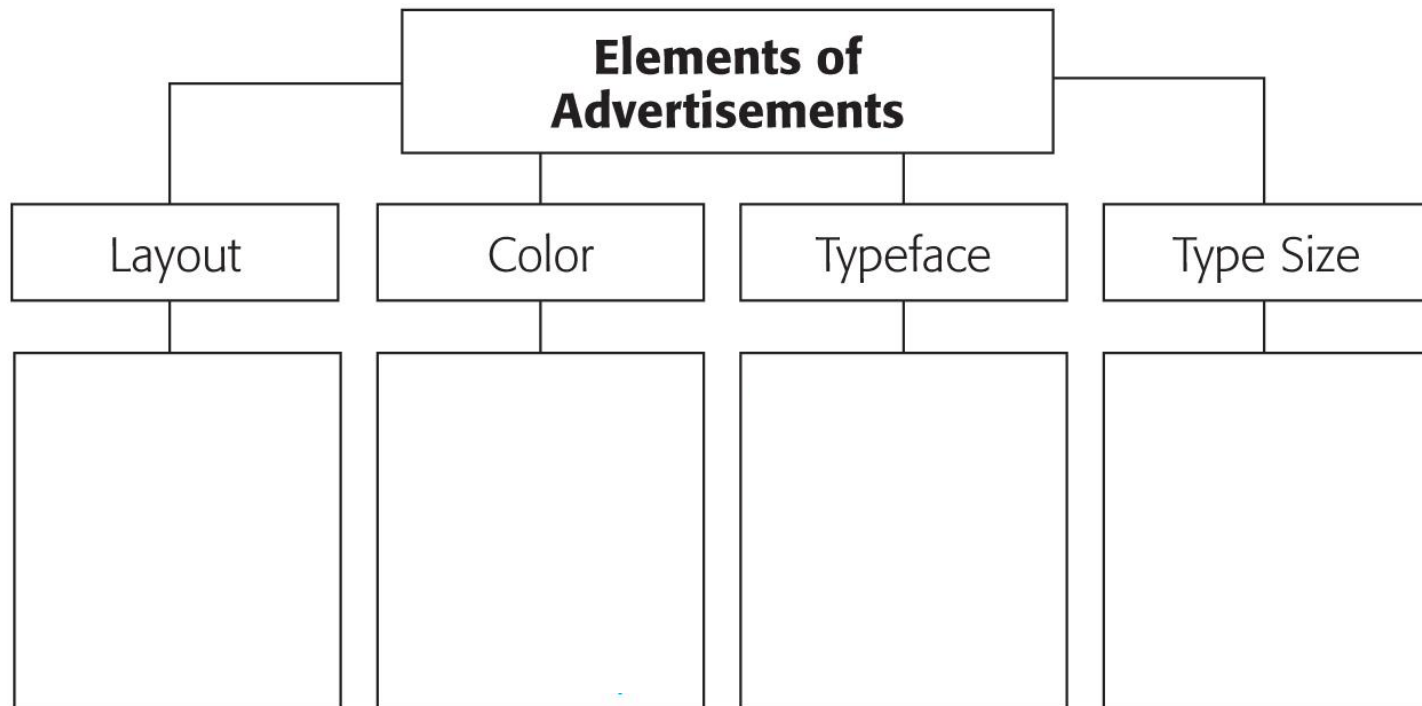
### **ad layout**

A sketch that shows the general arrangement and appearance of a finished ad.

## Print Advertising Layouts

Graphic  
Organizer

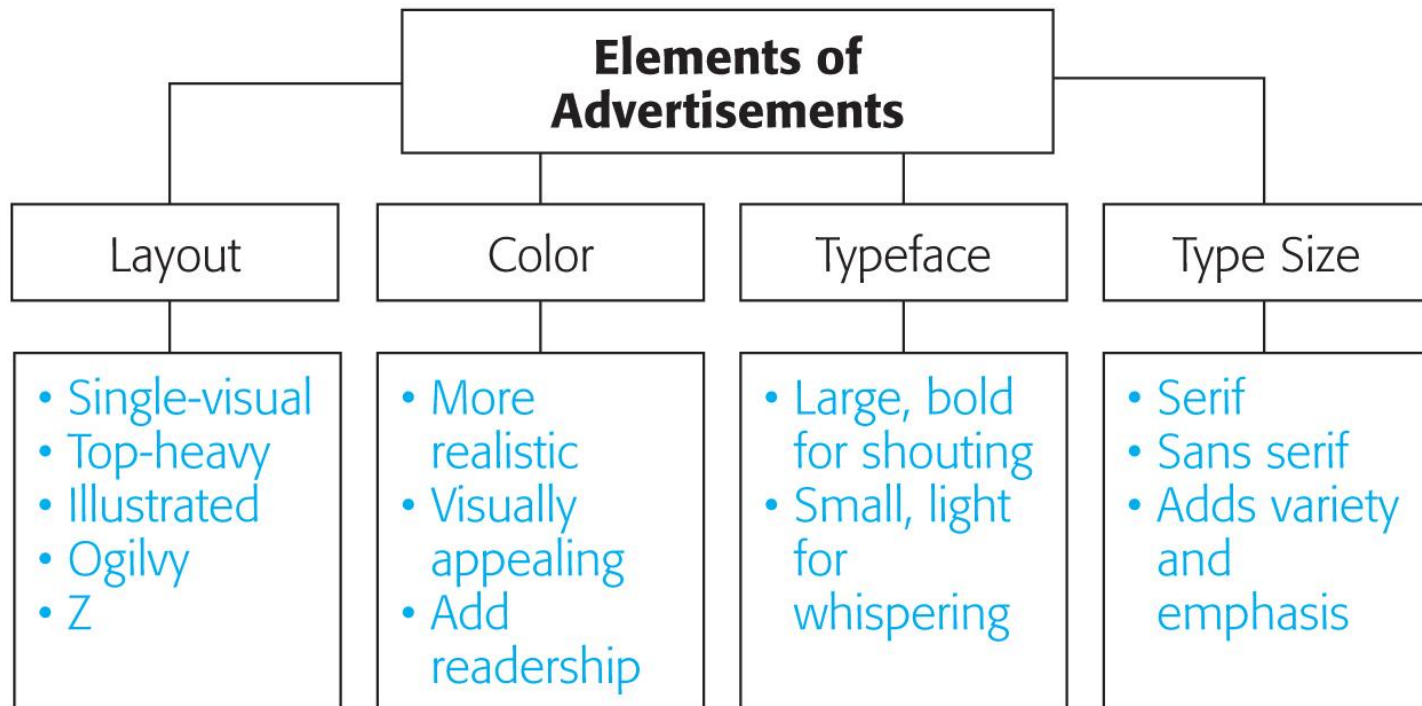
### Facts About the Elements of Advertisements



## Print Advertising Layouts

### Graphic Organizer

### Facts About the Elements of Advertisements



## Print Advertising Layouts

**Most advertising proofs are developed and delivered in a digital format.**



### **advertising proof**

A presentation of an ad that shows exactly how it will appear in print.

## Print Advertising Layouts

### Graphic Organizer

Criteria an advertiser should use in reviewing and checking advertising proofs.

**Criteria for Checking Advertising Proofs**

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graph LR; A[Criteria for Checking Advertising Proofs] --- B1[ ]; A --- B2[ ]; A --- B3[ ]; A --- B4[ ]; A --- B5[ ]
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## Print Advertising Layouts

### Graphic Organizer

Criteria an advertiser should use in reviewing and checking advertising proofs.

#### **Criteria for Checking Advertising Proofs**

Ad should be bold enough to stand out on a page, even if placed next to other ads.

Overall layout looks clean and uncluttered and should guide the reader through the copy.

Typefaces and type sizes should be easy to read and help to emphasize the message.

Signature should be apparent and distinctive.

Intended message and image projected must be appropriate for the target audience.

# Advertising Layout



## After You Read

## Section 20.2

1. **Explain** how to create a focal point and eye movement using a Z ad layout.

Create a Z layout by placing the most dominant item (typically the headline) on top of the Z. Then place copy and illustrations on the diagonal line of the Z, and your signature and call to action at the bottom of the Z in the right corner.

# Advertising Layout

**After You Read****Section 20.2**

2. **Describe** how to select the size and type of a typeface.

The size of the typeface should be distinctive, yet appropriate for the business and target audience.

# Advertising Layout



## After You Read

## Section 20.2

### 3. **List** three things that you should look for in an advertising proof.

When checking an advertising proof, you should make sure all prices are accurate and that all brand names and company names are spelled correctly. In addition, the following should be considered: The ad should be bold enough to stand out on a page, even if it is placed next to other ads. The overall layout should look clean and uncluttered and should guide the reader through the copy. The typefaces and type sizes should be easy to read and help to emphasize the message. The signature should be apparent and distinctive. The intended message and image projected must be appropriate for the target audience.

# Marketing Essentials



## End of Chapter 20

### print advertisements

#### Section 20.1 Elements of Advertising

#### Section 20.2 Advertising Layout