

Elements of Advertisements

SUGGESTED LEARNING STRATEGIES: Marking the Text, Skimming/ Scanning, Word Map

The following text defines five common elements of print advertisements. The first three directly relate to ads, while the last two are associated with the company itself and usually appear in multiple ads. As you read through the text below, identify examples of each element.

Elements of Print Advertisements	Examples
<p>Headline: A short piece of text, usually in larger type, designed to be the first words the audience reads. The headline is usually not the slogan (see below) but is unique to one particular product.</p>	
<p>Image: Any drawing, photograph, illustration, chart, or other graphic that is designed to affect the audience in some purposeful way. For example, an image of an SUV perched high up on a rugged mountain cliff may appeal to one's sense of adventure.</p>	
<p>Copy: The actual text of the ad. The copy is where particular claims are usually made and specific persuasive words are used. For example: "Four out of five dentists . . ." The amount of copy varies from ad to ad.</p>	
<p>Slogan: A catchphrase that evokes some kind of feeling about the company and the product. Companies look for slogans that are motivating and empowering. A company's slogan rarely changes, especially during a particular ad campaign.</p>	
<p>Logo: A unique design symbol that helps identify the company visually. Nike's swoosh, McDonald's golden arches, and Apple's partially bitten apple are examples of widely recognized company logos. Not all companies have logos like these; sometimes the company's name is written in a distinctive style or font that acts as a logo.</p>	

Elements of Advertisements

Create a new advertisement using all five elements of advertisements.

Product: _____

Company Name: _____

Purpose:

Target Audience:

Headline:

Image:

Copy:

Slogan:

Logo: