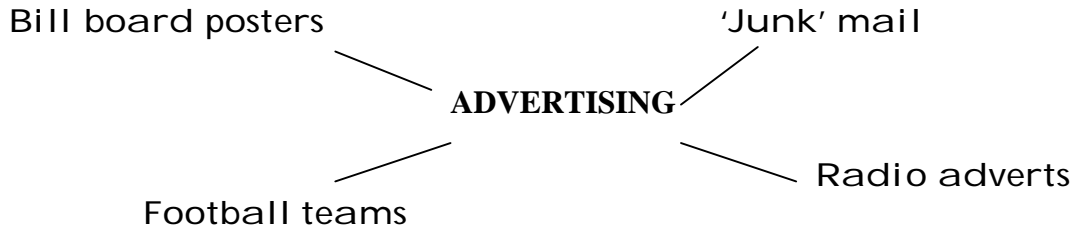


Advertising project

A. Advertising is all around us!

We are surrounded by all sorts of adverts all of the time. How many types can you think of? Brainstorm as many types of advertising as you can! Begin with the examples below:



B. The Ingredients of an Advert

Your project is about magazine adverts. There are lots of these, and often a magazine makes most of its money from advertising. Choose two adverts that you find interesting. Analyse all the ingredients of your chosen adverts by drawing and filling in a table like the one below (yours will need to be much bigger than this!). There is an explanation of all the terms on the next page, and questions you need to ask yourself.

	Advert 1 (What is it for? Which magazine did you find it in?)	Advert 2 (What is it for? Which magazine did you find it in?)
The copy		
The graphics		
The brand		
Characters		
Story		
Reminders		
Context		
Target audience		
Motivation		
The advert as a whole		



The copy (the writing)

Look at any writing on the advert - what sort of language is it using? How informative is the text? What are the key words? What is the slogan?

The graphics (the pictures)

What is happening in the illustration? Are there any patterns in the picture? How does the design affect the message?

The brand (the product being sold)

Is there a picture of the product for sale? How important is it to the advert as a whole?

Consider the brand name and packaging.

Characters

Are there any characters in the advert? What is their relationship to each other and to the reader?

Story

Does the advert tell a story of some kind?

Reminders of other media

Does the advert remind you of another advert, a television programme, book, or film?

Context (where the advert is)

Does the advert fit in with the magazine it appears in?

Target Audience (who the advert is aimed at)

Who do you think the advert is trying to sell to?

Motivation (how the advert tries to persuade the target audience)

How is the advert trying to sell to the target audience?

The ad as a whole

How does it make you feel? Would you buy the product being sold to you? If so why, if not why not?





c. A Comparison of Two Advertisements

Now you are ready to write your comparison of two adverts. Before you do this look back at your brainstorm and your ingredients grid – you will need this information in your comparison. Follow the plan below, but remember not to write down the sub headings!

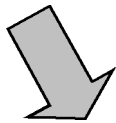
INTRODUCING YOUR ANALYSIS (1 or 2 paragraphs)

General Introduction

Introduce your analysis by discussing advertising generally - what is it? What does it do? What sorts of advertisements are there? How does advertising affect you in your everyday life? (Use your brainstorm for this).

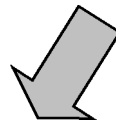
Introduction to the particular advertisements

Introduce the two adverts you will be discussing. Talk about the products, your first impressions of them, and tell the reader where they came from.



READING THE ADS FURTHER (between 7 and 10 paragraphs)

Now compare and contrast your two adverts. Using the information in your ingredients grid, write a paragraph about each ingredient of the adverts. (You might not be able to discuss all the elements for both adverts). Discuss the differences, and what effect these differences have on the message.



CONCLUDING YOUR ANALYSIS (1 paragraph)

Summarise the differences between the adverts, and how these affect the message to you. How do the adverts make you feel? Would you buy the products being sold? Why?

D. Producing an Ad Campaign

Now produce your own magazine advert!

THE PRODUCT

1. Design or choose a product. This can be either something entirely new, or an existing product. Bear in mind who you want your target audience to be when designing it!

THE TARGET AUDIENCE

3. Write a definition of your target audience by age, sex, occupation etc.
Write a schedule - a plan of where you will place your advertisements in order to best reach this audience.

When doing this you will need to consider the following:

Which magazines they might read

Why they might select this product

What keywords they might associate with the product

DESIGN THE ADVERT

4. Write and design the final magazine advertisement for your product using all the information you have gathered.

When doing this remember to include the following:

✍ A memorable slogan.

✍ Clear and persuasive copy - remember you only have a small space to put your point across - every word must count.

✍ Attractive and eye catching graphics.

EVALUATION

5. Write a report on the advert design, explaining why you think it would persuade people to buy your product.

And finally

put all your work together – make sure it is well written and beautifully presented!

