

Create Your Own Advertisement

Part I: Research

1. Choose a *product* that is advertised on TV or in a magazine.
2. Who is their *target consumer(s)*?
3. What *reasons* do they use to try to persuade their target consumer to buy their product. What are the benefits if this product is purchased?

Part II: Your Advertisement

A. Invent an imaginary product. Brainstorm your ideas.

1. Name your product.
2. Describe what your product is, what it does, and its benefits to the target consumer?
3. Describe your target consumer.

B. Draw/Illustrate the product on the computer and/or make a **model** of the product. Make it attractive to the consumer.

C. Analyze your "target consumer". What type of person would most likely want to buy your product.

Describe this person. Age, Male/Female, Interests etc.

D. Write a 1 page **advertisement** that will convince your target consumer to buy your product.

You will need to include:-

1. **Picture** - picture or drawing of your product that would attract the target audience..
2. **Headline** - Create an eye catching headline. Keep it short and simple.
4. **Copy** - Keep your message short and simple. You only have a few seconds to catch and hold the reader's attention. Sell the sizzle, your target audience buy your products for a reason - because they want the benefits.. Focus on benefits.
5. **Signature** (Advertisers name, contact information, perhaps email and web address)
6. **Price** always include the price.



<http://desktoppub.about.com/library/weekly/aa120999a.htm>

E. Test your advertisements with your target consumer.