

# 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.