

# Elements of Advertisements

## Directions:

Find a sample advertisement from each type of print media: newspaper, magazine, directory and direct mail. Then find a sample advertisement from each type of broadcast media: television, radio and Internet. On a separate sheet of paper, answer the following questions.

### Print Media:

- Which print ad do you think costs more money to create?
- Which did you think was more effective?
- Why would a company choose to use a newspaper ad, instead of a magazine ad, direct-mail campaign or a directory advertisement?

### Broadcast Media:

- Which broadcast ad do you think costs more money to create?
- Which did you think was more effective?
- Why would a company choose to use a radio ad, compared to a television or an Internet ad?

1. Your instructor will divide the class into groups of three or four.
2. Look at the advertisements and decide which would be considered more effective. List what elements made the advertisements more effective?
3. Select a company and develop an ad campaign for a product or service.
4. You can use print, broadcast or a mix of both media in the campaign. Along with the creative result of the campaign, write up a short report explaining the campaign and the rationalizations behind the choices made.

Advertisements are available in many different media.

- *Advertising* identifies the good, service or idea; some companies also like to identify special features— such as price, product benefits, store locations and hours— in their advertisements
- *Print Media*: newspaper, magazine, direct-mail, directory, outdoor and transit advertising
- *Broadcast Media*: television, radio and Internet advertising conveys a message to consumers, encouraging them to buy a product or accept ideas