



Name: _____

Writing Activity-Architect

Create an advertisement about visiting a building made of ice. Plan what your advertisement will say below. Sketch what your advertisement will look like on the next page. Then, create a final version of your advertisement. You can use a computer to create the final version or you can draw it by hand.

Step 1: Decide on a purpose for your advertisement

Step 2: Choosing a location for your advertisement

Step 3: Choosing words and graphics



Writing Activity-Architect

Sketch what your advertisement will look like here.



Steps to Write an Advertisement

Step 1: Decide on a purpose for your advertisement

There are two main purposes of an advertisement: to tell you the price of an item or to raise awareness.

Price

Advertisements tell you how much a product or services costs. Advertisements also tell you that there is a sale or special offer. For example, an item could be 50% off. You could also buy one item and get one for free.

Awareness

Other advertisements focus on bringing awareness to an item or service. These ads want you to understand more about a product or service. You should create an advertisement that brings awareness to a product or service that people might not know a lot about. For example, a new dog walking service might have an advertisement that explains when and how you can get a dog walker.

Step 2: Choose a location for your advertisement

You should decide where your advertisement will go. Advertisements can go anywhere people see or read information. For example, an advertisement could go on a billboard next to a highway or on a side of a bus. Advertisements can also go in apps on a smartphone or on a website.

Step 3: Choose words and graphics

Words

Advertisements should not include many words. This is because people only spend about 2-5 seconds reading an ad. The advertisement needs to make people understand the product or service instantly. For example, if the ad is for a dog walking service, the description may read, "Dog need a walk? We will take them out!" This tells the reader right away that you are a dog walking service.

Graphics

Advertisements should include at least 1 graphic. You should choose a graphic that relates to the product or service. For example, let's say you are selling sunglasses. The advertisement may show a picture of sunglasses on a beach towel. Or, the advertisement may show a person wearing sunglasses while driving.

Examples of Advertisements



Town of Matthews
SUMMER CAMPS 2017

Full-Day & Half-Day Camps, for Ages 4-16:

- Camp FUNshine
- Dance Camps
- Mixed Media Art Camps
- Sports Camps
- Academic Camps
- Outdoor Education Camps
- Camp Gymstars
- And many more!

Town of **Matthews**
Parks, Recreation &
Cultural Resource Dept.

REGISTRATION NOW OPEN

FULL CAMP LISTING
AVAILABLE at:
MatthewsFun.com

704-321-7275

Camps offered at:
Matthews Community Center
Crews Recreation Center
McDowell Arts Center
Squirrel Lake Park

A cartoon sun wearing sunglasses and pointing is at the bottom left.

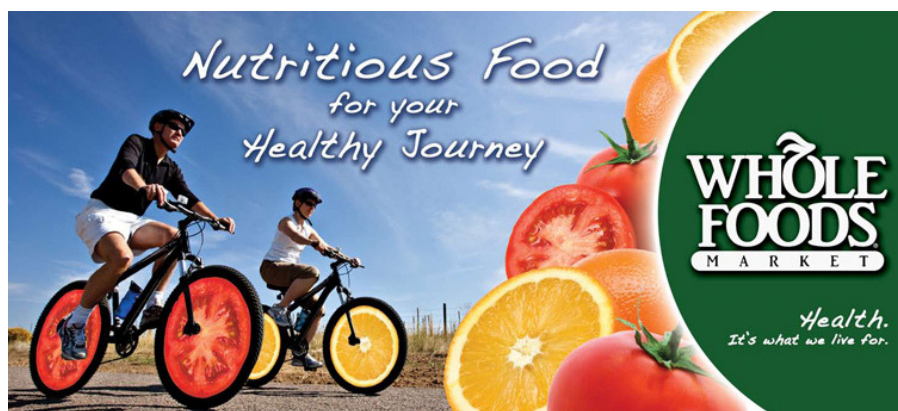


MIX & MATCH 2 FOR \$5

Two Whopper sandwiches are shown on a wooden surface. Below each sandwich is the text "WHOPPER® SANDWICH".

This advertisement has a special offer for a sandwich (2 for \$5.00)

This advertisement raises awareness about camps that are offered.



*Nutritious Food
for your
Healthy Journey*

WHOLE FOODS MARKET

*Health.
It's what we live for.*

The advertisement features a man and a woman riding bicycles on a path. The wheels of the bicycles are replaced with slices of tomatoes and oranges. The background is a bright blue sky with a green circular logo for Whole Foods Market on the right.

This advertisement raises awareness about a grocery store called Whole Foods that has healthy foods.