

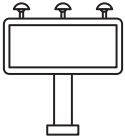


Name: \_\_\_\_\_

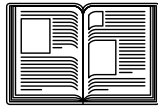
# Writing Activity-Computer Engineer

Create an advertisement to explain why people should buy your smart device. Circle which type of advertisement you want to make.

Billboard



Magazine



Website



Plan out what your ad will say and what graphics you will use. Fill in the sections below.

Name:

\_\_\_\_\_

Hook:

\_\_\_\_\_

\_\_\_\_\_

Offer:

\_\_\_\_\_

\_\_\_\_\_

Graphics:



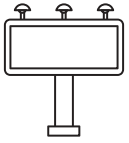
Draw a picture of your advertisement here. Make sure to include the name, hook, offer, and graphics!

# Information about Advertisements

## What is an advertisement?

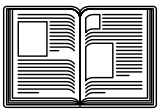
An advertisement tells people why they should like or buy something. Advertisements use pictures and words. Advertisements can be found all over. For example, you can find advertisements on billboards, in magazines, or on websites.

## Types of Advertisements:



Billboard

Billboard ads are for people to view as they are walking or driving. These ads must have large graphics and very short phrases. These ads must quickly get their point across.



Magazine

Magazine ads can take up a whole page. These ads can have a lot of pictures and words. This is because people spend more time reading a magazine than a billboard or website ad.



Website

A website ad is similar to be a billboard ad because people do not spend a lot of time reading it. Website ads must catch people's attention immediately with large words and pictures.

Business

### Under Armour feels the ripple effects of wider retail turmoil

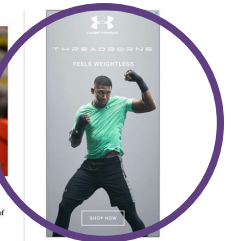
By Sarah Halzank



Under Armour featured shoes are displayed at a store. Credit: Shutterstock/Chris Thomas

You don't have to look hard to see the consequences of the wave of bankruptcies and store closures rocking the retail industry. Thousands of jobs have been lost, and malls are starved of visitors as more and more storefronts empty out.

When Under Armour reported its latest financial results on Thursday, though, it amplified a less obvious effect of the turmoil: The closures can create serious challenges for brands that depend on chains as access points for reaching customers.



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# Parts of an Advertisement



## The Hook:

The hook is the words that make you pay attention to the advertisement. The hook in this app ad is, "Save Yello from his out-of-bowl-terror." This hook is funny and will make someone want to try out the game.

## Graphics:

The graphics are pictures on an ad. They are the first thing people will see. The graphics need to be eye catching. The Saving Yello graphics are very bright, and the the expression on the fish's face make you want to look at the ad.

## Offer:

The offer is what the ad is trying to get the person to do. For instance, the Saving Yello ad wants you to download the game for free. An offer can also be a special sale that is going on. For example, an offer could say "Buy 1 pair of sunglasses and get 1 pair free." An offer can also be the price of a product. For example, an offer could say "Only \$5.99 for these sunglasses."

## Name:

The name of the product needs to be memorable. In the Saving Yello ad, the name of the game is very large so someone can see it if they are quickly scrolling through the app.