Name: _____

Writing Activity-Dermatologist

Create an advertisement to show off your new bandaid. Circle which type of advertisement you want to make.

Bus   Newspaper   App
                   NEWS

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 buses, in newspapers, or on smartphone apps.

Types of Advertisements

Bus

Bus ads are advertisements that are found on the side of a bus. Bus ads use pictures and words to catch people's attention.

Newspaper

A newspaper ad is an advertisement that is found inside of a newspaper. Some newspaper ads only use words and some have pictures and words.

App

An app ad is an advertisement that is found on an app. You might have seen an advertisement before or while you are playing a game.

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 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.