Advertisement

An advertisement tells people why they should like or buy something. Advertisements use pictures and words to grab people's attention to try and convince them to buy a product. Advertisements can be found all over in our daily lives. For example, you can find advertisements on buses, in newspapers, on billboards or on smartphone apps. Look at some of the different types of advertisements below. Then, create an advertisement for the new piece of equipment that you just built.

Step 1: Choose the type of advertisement your want to create. Circle your choice below.

- Bus
- Newspaper
- Billboard
- Smartphone App

Name: _____

Step 2: Plan your Advertisement

Your advertisement must meet the following requirements:

- Include the Product Name
  - The name of the product should be memorable. Write your product name on the line below:

_____

- Include a Hook
  - The hook is the phrase that makes you pay attention to the advertisement. It could be a joke or a question. Write your hook on the lines below:

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- Include Graphics
  - Graphics are pictures that are put on an ad. They are the first thing people will see, so the graphics need to be eye catching. They should also help teach your audience about your product. Brainstorm ideas for your graphics in the box below.

- Include an Offer
  - The offer is what the ad is trying to get the person to do. 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." Write your offer on the lines below.

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Name: _____

- Include Reasons to Purchase
  - Your advertisement should have a paragraph that explains why people should purchase your product. It should include at least three reasons to purchase and include at least 5 sentences.

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- Include Other Information
  - Your advertisement must have at least 3 other pieces of information about your product. These can include a website or store people can visit to purchase, a phone number to call for information about the product, the name of the company that invented the product or other information. This information can be made up. Write your other information below.

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Step 3: Create your Advertisement

Use the space below to create your advertisement. Be sure to include all of the requirements.