

Name: _____

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 solar-powered device you just built.



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

- Bus
- Newspaper
- Billboard
- Smartphone App

Solar Energy

Name: _____

Step 2: Plan your advertisement

Your advertisement must meet the following requirements:

- Show the product name
 - The name of the product should be memorable.

- Have a Hook
 - The hook is the phrase that makes you pay attention to the advertisement.

- 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.

- 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."

- Give Reasoning
 - Give at least two reasons why people should buy your product.

Product Name:

Hook:

Graphics Ideas:

Name: _____

Reasons People Should Buy:

Step 3: Create your advertisement

Solar Energy