

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 to 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, or on smartphone apps. Take a look at the advertisement below. Then, fill in the information to create an advertisement for your new food business!



Step 1: Name Your Business

The name of your business needs to be memorable. It should be interesting and easy to remember. In the Saving Yello ad, the name of the game is large so someone can see and read it quickly. Write the name of your business in the box below.

Step 2: Write a Hook

The hook is the phrase that makes 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. Write your hook in the box below.

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Step 3: Write Your Offer

The offer is what the ad is trying to get a person to do. For example, 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 the product. For example, an offer could say, "Only \$5.99 for these sunglasses!" Write your offer in the box below.

Step 4: Choose Your Graphics

Graphics are pictures on an ad. They are the first thing that will grab someone's attention. Your graphics should be interesting to look at. The Saving Yello graphics are very bright and the expression on the fish's face is funny, which makes you want to look at the ad. Write about or draw the graphics you will use in your ad in the box below.

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Step 5: Design Your Advertisement

Use the space below to design your advertisement. Your advertisement must meet the following requirements:

- Must have the name of your company
- Must have your hook
- Must have your offer
- Must have at least two graphics

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Step 6: Create an Advertising Plan

When a company spends money on advertising, they need to decide who their target audience is. A target audience is who you want to buy your product. A target audience could be kids, teens, parents, math teachers, or any other group of people. Once a company knows who their target audience is, they decide where to place their advertisements so that their target audience will see them. For example, if a company's target audience is teenagers, they might choose to place their advertisement in smart phone games. This is because many teenagers have smart phones and play games on them.

Write a paragraph about your target audience and how you will make sure they see your advertisement on the lines below. Your paragraph must include the following:

- Must say who your target audience is
- Must say on what platform or platforms (e.g., TV, newspaper, smart phone, etc.) you will use your advertisement on
- Must say why your advertisement will make your target audience want to buy your product
