# Creating an Effective Ad

You and your partner are competing against the other groups in the room to come up with an effective way to advertise a new shoe brand. Your job is to name the shoe and create a print ad for the shoe. Using your iPad and the program of your choice, design a print ad for the shoe below. You may generate any necessary information to create your ad campaign. Below is your shoe.
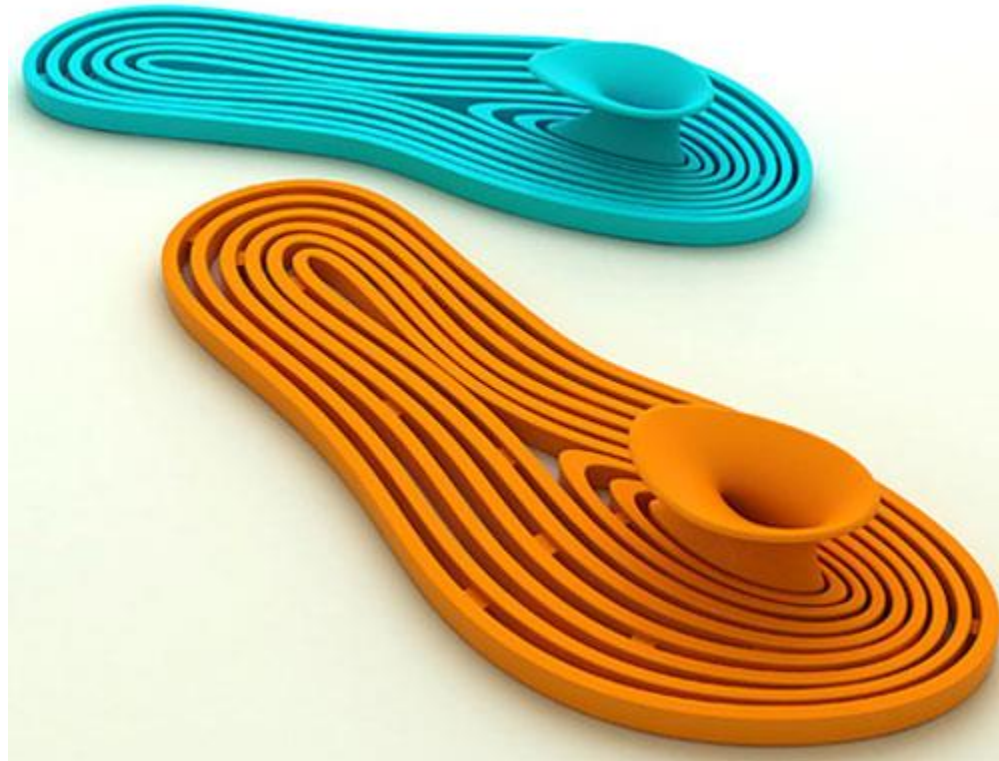
Vocabulary:

Print ad-A printed form of communication intended to persuade an audience usually found in newspapers and magazines

Logo- A logo is a graphic mark or emblem used by commercial enterprises, organizations, and even individuals to aid and promote instant public recognition, a symbol that represents a company.

Headline- Short and snappy statement that helps grab the consumers' attention

Copy- The main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph.

Contact- The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of the following: Logo, Advertiser Name, Address, Phone Number, Map, or Website.

Consumers- A person who uses goods or services

Promote- Increase sales of a product by publicizing and advertising

Designing Your Ad

What will you name the product? _____

Who is your target market? In other words what age group or gender will be buying your product?
_____

What magazines or newspapers would you place your ad in? _____

What will you name your company?_____

What will your logo for your company be? _____

What headline will you use?_____

What copy will you use?

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Next, please draw two sketches (stick figures okay) of some ideas you have for your print ad.
Include location of logo and clever headline.