Creating a Magazine Print Ad Project

It's time to be creative and consider how you wish to influence buyers into purchasing a product. Use your knowledge of advertising and target marketing for this challenge. Complete the following steps, paying careful attention to detail. This should be your <u>best</u> effort.

- Choose a product that is already on the market and you are familiar with. Teacher will give final approval.

- Create a print ad for a magazine—like the ones you analyzed in class—for this product. <u>Do Not</u> look at any ads already published for this product; these will distract you. You need to be unique and cannot copy an old ad. Catch our attention.

- Your ad must use portrait orientation and be sized 8½ x 11. Do not have large margins, use the whole page. When printed, the printer will cut off ¼ of an inch around the whole page (do not put text/images too close to the edge).

- Remember your specific target market. Focus on <u>product features & benefits</u>. (Research the product)

- Pay attention to your formatting. Use proper capitalization, punctuation, and spelling. Don't forget to have clear images and effective use of space. (If you have trouble ask for help)

- You must include all 5 parts of a print ad:
  - **Headline** - attracts the readers' attention and leads them into the ad's illustration, making them want to read the copy. This is not just the product's name.
  - **Copy** - details how the product meets the customer needs that were identified in the headline. Highlights the product features & benefits.
  - **Illustration** - strong, clear images…consider your target market—who you want to buy your product—and choose images that appeal to that group. They should fit with the product benefits highlighted in the copy.
  - **Signature (Logo)** –use the one already created by the company.
  - **Slogan** – can use one already created by the company. Make sure it is appropriate for the product. If no slogan exists you will need to create your own.

- Include a QR Code which will link to your company's website for further information on the <u>product</u>. Have the link go <u>directly</u> to the product's page on the website, not the main page.

DO YOUR BEST TO MAKE IT LOOK LIKE A REAL AD FOR A REAL MAGAZINE.

Name:_____   **Period:**_____

Creating a Magazine Print Ad Rubric

Category	20	15	10	5
Appearance	*All* space used effectively. Ad is eye-catching, neat, and effective in design/layout.	*Some* available space is used effectively. Ad is neat in design/layout.	Many spaces on paper are left blank or not effectively used. As is messy in layout/design.	Most space is left blank. Ad is extremely messy in layout/design.
Headline	The headline catches the reader's attention and leads them into the ad's illustration, making them want to read the copy.	The headline is appropriate to the product but lacks creative.	The headline lacks creativity and does not relate to the message of the ad.	The headline is very poorly done and only state the product's name.
Copy	Copy clearly and effectively provides details about how the product meets the customer's needs.	Copy describes the product but does not demonstrate how it meets the customer's needs.	Copy describes little about the product and does not demonstrate how it meets the customer's needs.	Copy does not relate to the product or theme of the ad.
Illustrations	The illustrations are effective and enhance the message. Works well with the copy and headline. Illustrations are clear and easy to see.	The illustrations are effective and fit the message being sent. Illustrations are clear.	The illustrations lack effectiveness but somewhat fit the message being sent. Illustrations are blurry or distorted.	The illustrations are not effective and do not fit the message being sent. Illustrations are very blurry and distorted
Slogan	Slogan is easy to read and very well placed within the ad.	Slogan is easy to read but placement needs some improvement.	Slogan is inappropriately placed or is hard to read.	Slogan is inappropriately placed and is hard to read.
Signature (Logo)	Signature is accurate, clear and very well placed within the ad.	Signature is accurate but placement or clarity needs improvement.	Signature is accurate, but placement and clarity need improvement.	Signature inaccurate or placed in a very poor position and is very blurry/distorted.
QR Code	QR Code is extremely well formatted in size and placement. Code links directly to the product's page on the website.	QR Code is somewhat appropriate in size and placement. Code links directly to the product's page of the website.	QR Code is not appropriate in size or placement. Code links to the company website but not the product page.	QR Code is not appropriate in size or placement. Code does not work.

Points will be deducted for incorrect spelling, grammar, capitalization and punctuation, as well as improper sentence and bullet formatting.

Total Score: _____/140