
PRINT ADVERTISEMENTS

THURSDAY DECEMBER 2, 2015



BRAINSTORM

- Think of as many types of print media as you can:
 - For each type of print media list specific publications.
- Example: Newspaper
 - Windsor Star
 - Globe and Mail
 - Detroit Free Press

THE ADVERTISING CAMPAIGN

- Group of related promotional materials and activities designed to promote a product or service.
 - Identifying the target market
 - Determining objectives
 - Establishing a budget
 - Developing the message
 - Selecting the media
 - Evaluating the campaign

ADVERTISING AGENCIES

- Independent businesses that are hired to develop advertisements for clients.
- There are five types of advertising agencies:
 - Full service (provide planning for entire advertising campaign)
 - Limited service (specialize in one aspect of an advertising campaign)
 - Virtual (one individual co-ordinates the work of a group of freelancers)
 - Project team (groups of individuals/companies working together)
 - Creative boutique (specializes in creative advertisement production)

DEVELOPING PRINT ADVERTISEMENTS

- Despite technological advancement, still most popular:
 - Variety
- Key elements in every print advertisement:
 - Signature (graphic symbol/phrase representing the company, brand or organization)
 - Headline (phrase or sentence that captures attention – title)
 - Copy (words that convey the message, story or description of a product)
 - Illustration (photograph, drawing, or other graphic elements)
