

The Elements of Advertisements

Review these five main elements of print advertising, and consider some advertisements that you are familiar with.

1. Do they have these elements?

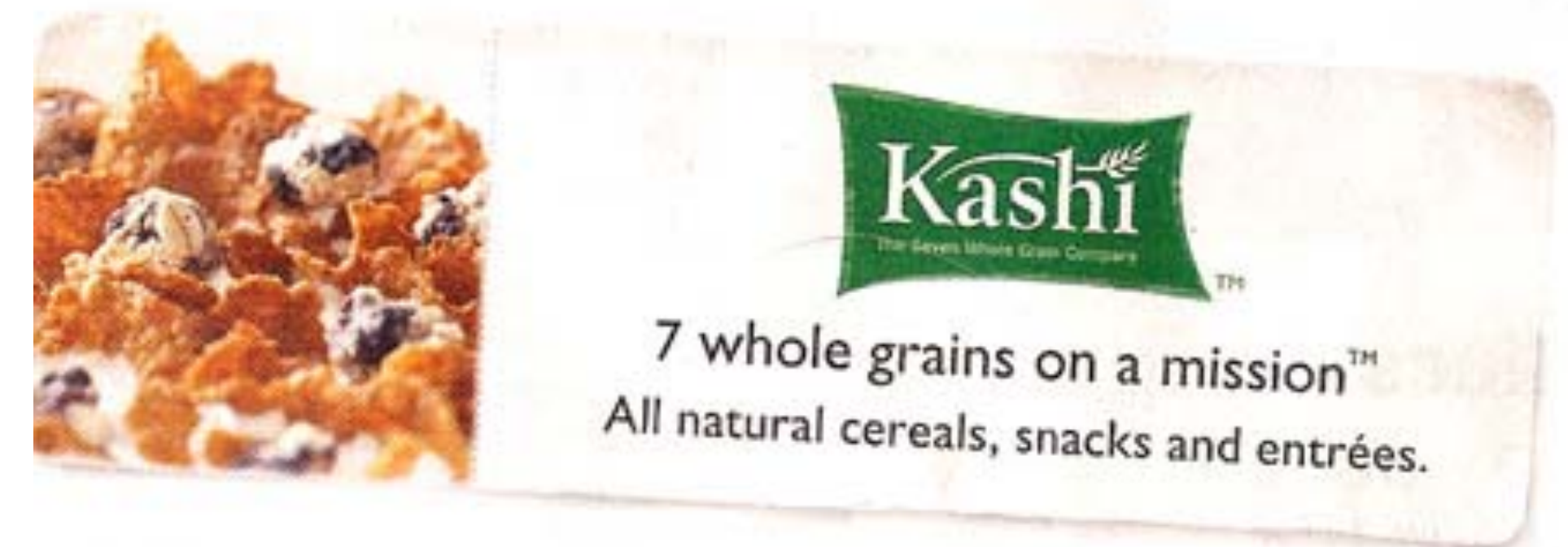
2. Why are these elements needed in an advertisement?

3. How would you use these elements to create an **impactful** advertisement?

Five common elements of print advertising

1. **Headline** – A short piece of text; usually larger in type; designed to be the first words the audience reads; NOT the slogan but unique to the brand

*What good is healthy food
if nobody wants to eat it?*



Five common elements of print advertising

2. **Image** – any drawing, photograph, illustration, chart, or other graphic designed to affect the audience in a purposeful way



Five common elements of print advertising

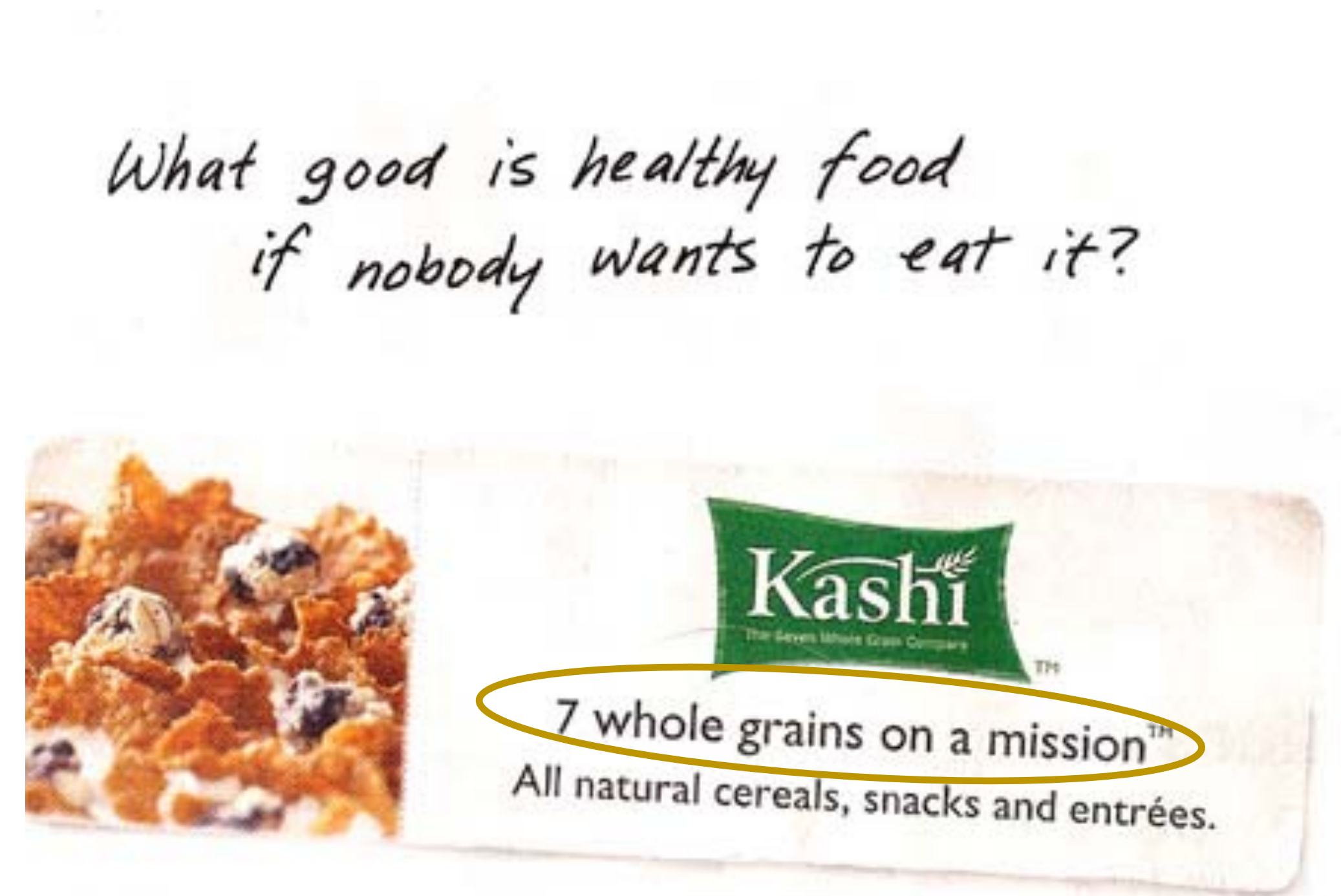
3. **Copy** – actual text of an ad; particular claims are usually made and specific persuasive words are used

*What good is healthy food
if nobody wants to eat it?*



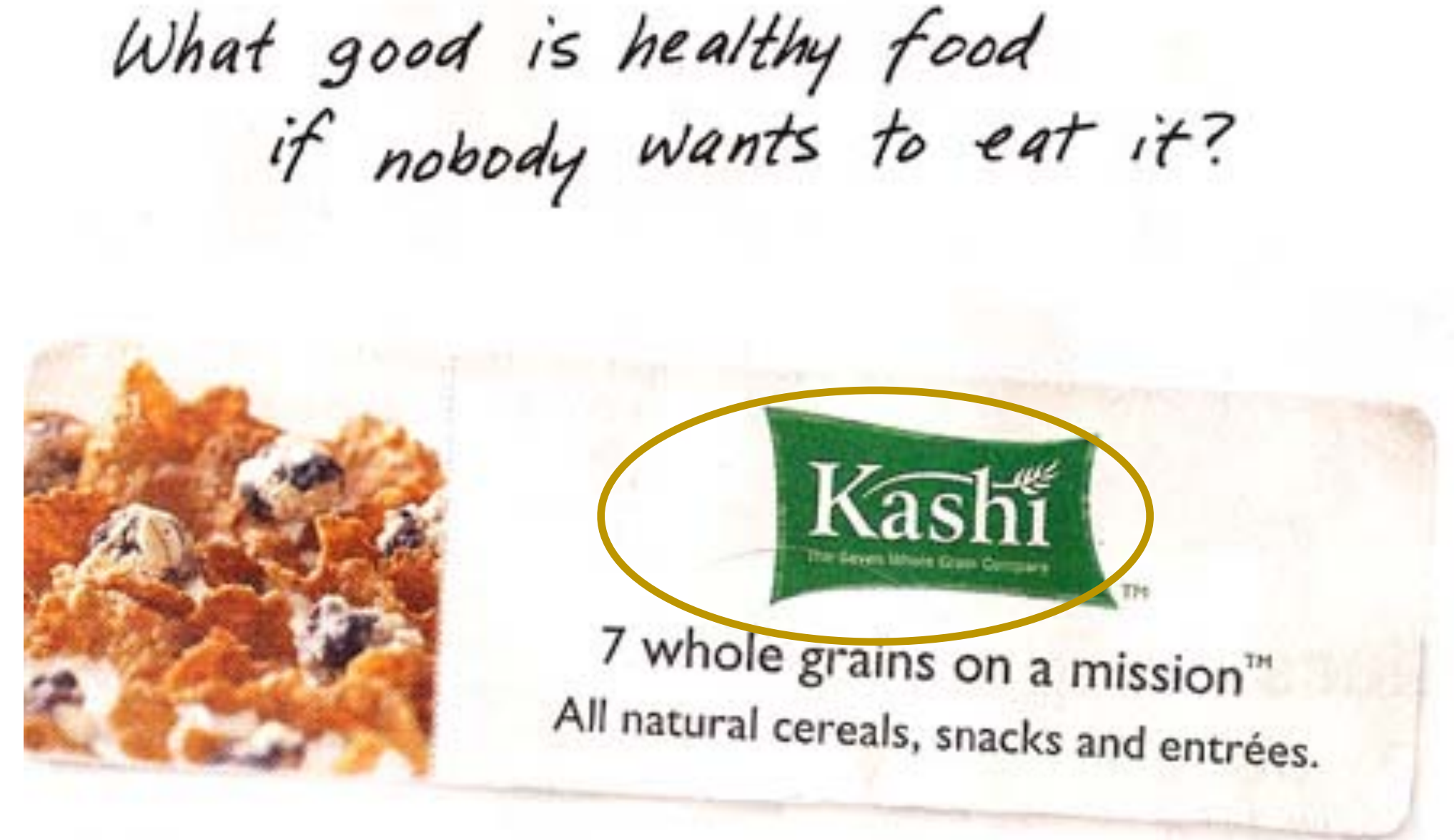
Five common elements of print advertising

4. **Slogan** – A catchphrase that evokes some kind of feeling about the company and product; are usually motivating and empowering; rarely change



Five common elements of print advertising

5. **Logo** – unique design symbol that helps identify the company visually; sometimes the company name is written distinctively and used as the logo



Essential Questions

- How do advertisers attempt to influence consumers?
- How do the purpose and audience shape the content in a persuasive text?