

# Creating an Advertisement

**Are you nearing the end of the Advertising Unit? If so, then this presentation's for you!**

# Part One: Create a Product

- **You need a product...something that everyone is going to want!**
  - Is it a cleaning product?
  - Maybe it's a clothing line?
  - Perhaps it's the newest energy drink or snack?
  - Or even a plane, train, or automobile?
  - Be creative!
- Give your product a catchy name.
  - What's better: Cool Gel or Dippity Do?
  - What's catchier: Java Joe or Coffee by Design?
  - What's jazzier: Blooming Onion or Onion Rings?
- Write a paragraph describing your product:
  - What does it do?
  - What makes it unique?
  - Why would someone need or want this?
  - Tip: This will be 5-8 sentences in length.



# Part Two: Write the Ad Copy



The first luxury rollerball that fills like a fountain pen

**MEGA INK BALL™**

The New Mega™ Ink Ball™ fills and writes just like a treasured fountain pen! The rollerball head dips in ink and a threaded converter draws any color ink imaginable! The MonteVerde® Mega™ Ink Ball™ offers the smoothest and most versatile liquid writing experience available today!

Mega™ is offered in two sizes; an oversized pen in rich black for those who live big, as well as a luxurious burgundy pen presented in a slightly smaller size that is perfect for everyone else.

Both Mega™ sizes are made of hand-turned Italian grade acrylic resins, and are presented in special luxury kits that include 3 extra front sections and a bottle of highest quality MonteVerde® ink. Mega™ Ink Ball™ gift boxes are crafted like fine furniture to complete a truly Mega experience.

- **What's copy? Copy is what you hear when an ad is on the radio or t.v. and is typically 15-30 seconds long. It's the words used to sell the product (a.k.a. commercial!).**
- Suggestion: Turn on the radio or t.v. *right now.* You're sure to hear an ad copy (if not, just wait until the commercial to hear the *copy*).
- Using the commercials you've listened to as examples, write your own copy for your product.
- Be sure to use at least one advertising technique (bandwagon, snob appeal, appeal to senses, etc.) in your copy.
- Don't forget to use strong words!
- Your completed ad copy should be a 5-8 sentence paragraph.

# Part Three: Record Your Copy

- **Yes, that's right...record your copy.**
- There are a few ways to do this. If you have a microphone, here are two options:
  - Use the "Voice Board" by clicking on the "Communication" tool. You will select "New", give your recording a title, then hit the red button to record. Simply let your teacher know that you've submitted your recording to the Voice Board.
  - You can also use the sound recorder on your computer and save your completed recording.
- No microphone? Here are a couple other options:
  - Create a Voki! It's fun and easy. Visit [www.voki.com](http://www.voki.com). You'll create a character, type in your copy, and save. When you're finished, you can enter your teacher's email address to send them a link to your Voki. Just don't forget your name!
  - Call your teacher! Send your teacher a message to schedule a time to chat on the phone or in Elluminate so that you can read your copy to your teacher.





# Almost done...

Once you have all three parts, then you will upload your work to the “Creating an Advertisement” assignment link. And remember, if you have questions, Ms. K & Ms. B are just a click away!