Advertising

There are many different types of advertisements used to influence us as consumers. There are radio ads, print ads, billboards, and commercials just to name a few. Every year companies spend massive amounts of money and compete for the best rating commercial at the Super Bowl. Maybe you have a favorite from years passed?

Infomercials are ads that last about 30 minutes and showcase a product. They often feature cheesy acting. The product may be of great quality but the acting may make consumers think twice.

Celebrities are often used to be spokespeople for products. Do you think they really use the products they endorse or model? I’m sure that in some cases they do but some people probably have no problem being paid to pretend.

Your assignment is to create a print ad for anything you choose. It does not have to be a food or beverage - but it can be. You can do this by drawing a picture of the product and coming up with a tag line or lingo. For example, Nike uses Just do it on their print ads and in commercials.

If you do not want to draw, you can use pictures from the Internet or a magazine. This product can be something that already exists or you can invent something. Include information about the product and pretend you are trying to encourage an audience to purchase this item.