Based on the Chapter 8 Production of Goods activity “Product Development”, create an advertising poster that includes the traditional structure for your ad: **headline, copy, graphics and signature.**

First, complete the following questions as part of your *creative plan. Use complete sentences in paragraph form to introduce this portion of advertising campaign.*

1. What is the goal of your advertisement?
2. Who is your target audience? *Be specific.*
3. What is the unique selling proposition (USP) for your product? *Statement should include price, features, benefits, new items, store location/hours or online ordering details, and sale pricing.*

Next, sketch out a rough draft of ad poster showing placement of all elements.

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| --- | --- | --- |
| **Required in Ad** | **Details for Points** | **Points** |
| Headline | * Attention line with no more than 7 words
* Subtitle optional
* Use proper attractive, eye catching words to call attention to the ad
* Correct grammar/spelling
* Creative/original content
 | 25 |
| Copy | * Clearly states reason to purchase product
* Provides a way to purchase product
* Copy includes intrigue, appeals to the senses, & sounds newsworthy
* Proper use of action words that tie Copy into Headline
* Correct grammar/spelling
* Creative/original content
 | 25 |
| Graphics | * Proper use of typography: typeface, size, text weight, text color
* Proper use of artwork: photos, drawings/sketches
* Attractive layout: arranged elements & whitespace
* Correct grammar/spelling
* Creative/original content
 | 25 |
| Signature | * Includes company name, logo, slogan/tagline, website, contact details
* Correct grammar/spelling
* Creative/original content
 | 25 |
| **Total** |  | **100** |