

CHAPTER 20

Print Advertisements

Chapter Objectives

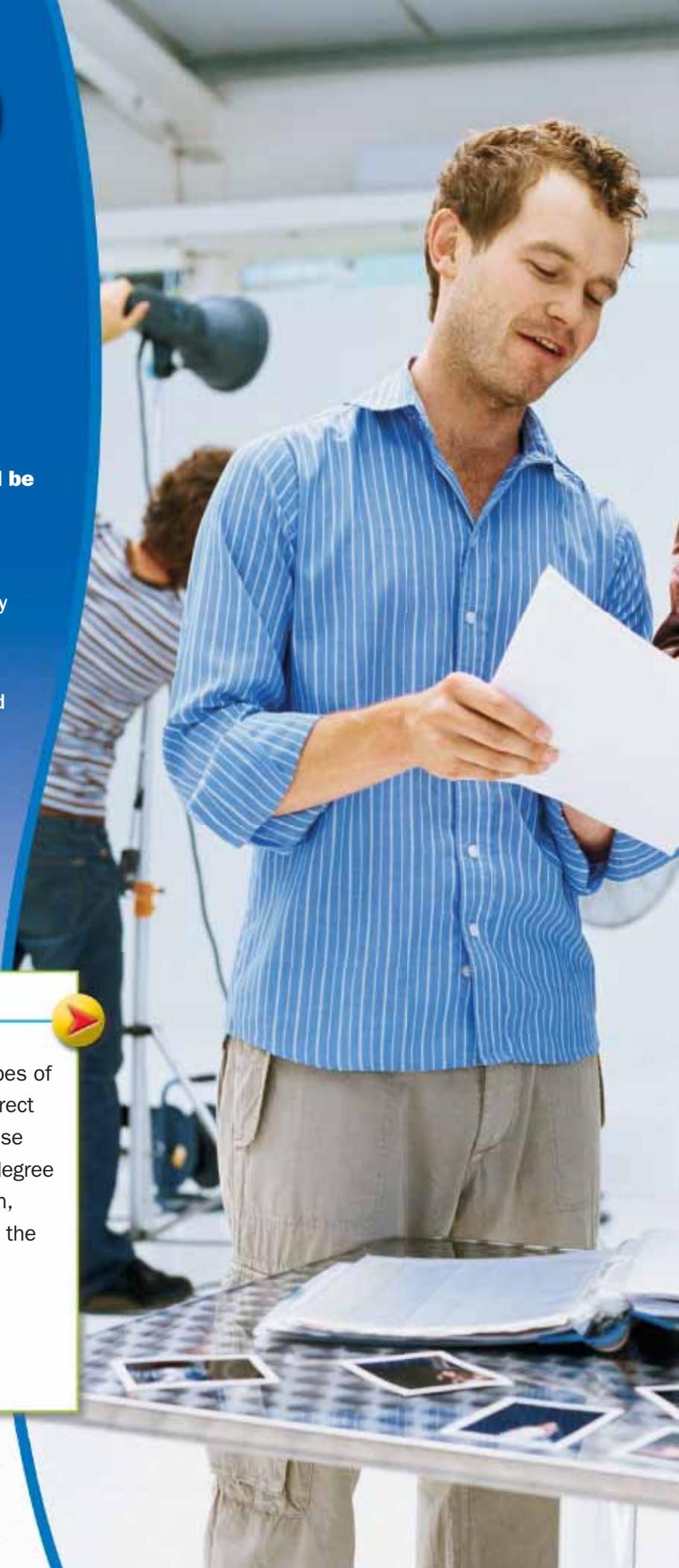
After reading this chapter, you should be able to:

- Discuss how advertising campaigns are developed
- Explain the role of an advertising agency
- Identify the main components of print advertisements
- Explain the principles of preparing an ad layout
- List advantages and disadvantages of using color in advertising
- Describe how typefaces and sizes add variety and emphasis to print advertisements

EXPLORE THE PHOTO

Market Talk There are many different types of print ads. Magazines, newspapers, and direct mail are the most common venues for these ads. Preparing a print ad requires a high degree of expertise, since the writing style, design, and images can vary greatly depending on the product and where the ad will run.

Quick Think Take a quick look at a daily newspaper and at a monthly magazine. Compare the types of ads you see.





DECA Events These acronyms represent DECA competitive events that involve concepts in this chapter:

AAM	EMDM	MMS	SMDM
ADC	FMAL	QSRM	TMDM
ASM	FMML	RFSM	
BMDM	HLM	RMS	
BSM	HMDM	SEM	

Performance Indicators The performance indicators represent key skills and knowledge. Relating them to the concepts explained in this chapter is your key to success in DECA competitive events. Keep this in mind as you read, and write notes when you find material that helps you master a key skill. In these DECA competitive events, you should follow these performance indicators:

- Explain components of advertisements

Some events include these performance indicators:

ADC	Write promotional messages that appeal to targeted markets Write content for use on the Internet Write direct-mail letters Create Web Site Design company's brochures Design company's catalogs Evaluate effectiveness of advertising Explain the use of advertising agencies
EMDM	Write content for use on the Internet Explain procedures for designing an online catalog
SEM/SMDM	Write promotional messages that appeal to targeted markets Write content for use on the Internet Write direct-mail letters Explain the use of advertising agencies
TMDM	Write direct-mail letters

DECA PREP

ROLE PLAY Check your understanding of DECA performance indicators with the DECA activity in this chapter's review. For more information and DECA Prep practice, go to the *Marketing Essentials* OLC through glencoe.com.



SECTION 20.1

Essential Elements of Advertising

READING GUIDE

BEFORE YOU READ

Predict Think of print ads you have seen recently. What key elements do they share?

OBJECTIVES

- Discuss how advertising campaigns are developed
- Explain the role of an advertising agency
- Identify the main components of print advertisements

KEY TERMS

- advertising campaign
- advertising agencies
- headline
- copy
- illustration
- clip art
- signature
- slogan

ACADEMIC VOCABULARY

You will find these words in your reading and on your tests. Make sure you know their meanings.

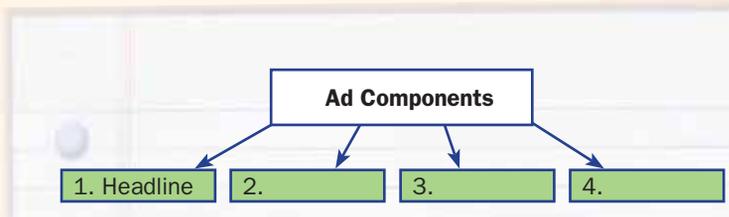
- expert
- statistic

THE MAIN IDEA

Successful advertising campaigns include essential elements to help sell products and services.

GRAPHIC ORGANIZER

Draw this chart to take notes about the components of a print ad.



Go to the OLC through glencoe.com for printable graphic organizers, Academic Vocabulary definitions, and more.

ACADEMIC STANDARDS

English Language Arts

NCTE 1 Read texts to acquire new information.

Science

NSTA Content Standard E: Understandings about science and technology

AS YOU READ

Connect Think of a product you like. How would you advertise it?

The Advertising Campaign

To advertise a product or service, a company must plan an advertising campaign. An **advertising campaign** is a group of advertisements, commercials, and related promotional materials and activities that are designed as part of a coordinated advertising plan to meet the specific goals of a company. An integrated advertising campaign involves the creation and coordination of a series of advertisements around a particular theme.

Planning an integrated advertising campaign involves a series of steps:

- 1. Identify the target audience** Advertisers must analyze the potential market and decide who should receive their messages.
- 2. Determine objectives** They identify their goals, such as increasing brand awareness, or increasing knowledge about the product.
- 3. Establish the budget** Advertisers decide what to spend over a specific period of time.
- 4. Develop the message** They develop the theme and messages based on the product's features, benefits, and uses.
- 5. Select the media** They choose which media, such as TV, radio, Internet, or print, will be most effective.
- 6. Evaluate the campaign** Advertisers use market research to see if the campaign met its objectives.

Advertising Agencies

Advertising agencies are independent businesses that specialize in developing ad campaigns and crafting the ads for clients. Full-service agencies plan the entire advertising campaign by setting objectives, developing advertising messages and strategies, completing media plans, selecting media, and coordinating related activities, including sales promotion and public relations. Larger advertising agencies employ specialists, such as copywriters, graphic artists, media **experts**, marketing researchers, and legal advisers, to help with the development and execution of campaigns.

Limited-service agencies specialize in one aspect of the campaign, such as creative services, media planning, or media buying. Larger companies are increasingly selecting specialists, such as those who concentrate only on Internet advertising, to develop different aspects of the advertising campaign. Global consumer brands also make use of specialty agencies to develop or tailor campaigns to specific countries, ethnic groups, or other target markets.

Technology and e-commerce opportunities have led many businesses to employ in-house

staff for some advertising functions, such as Web site development and maintenance. Some companies supplement in-house resources with the work of freelance professionals or limited-service agencies.

New Models for Advertising Agencies

Some new models for advertising agencies include several business formats such as creative boutiques, project team agencies, and virtual agencies.

A creative boutique is a specialized service agency that helps businesses with creative production. In a creative boutique, the advertiser develops the message and copy but outsources the design and production of the advertisement to the boutique. This type of organization enables the advertiser to create ads much faster than a traditional agency could.

Agencies organized around a project team provide copywriting, creative execution, and media placement without the overhead of a larger agency. Teams can come together to do one project, then move on to the next when the ad campaign is complete.

In a virtual agency, one individual coordinates the work of a network of experienced freelancers. A freelancer is a self-employed person who sells work or services by the hour, day, or job, rather than working on a regular salary basis for one employer. One of the benefits of this type of agency is that it has lower overhead expenses, which means lower costs for the client.

Developing Print Advertisements

Although they are only one part of an advertising campaign, print advertisements are very important to most campaigns. As **Figure 20.1** on page 424 shows, print advertisements have four key elements: headline, copy, illustrations, and signature. Some advertisements also include the company's slogan. Each key element enhances the overall theme. The four fundamental elements of a print advertisement are applicable for ads in other media, too. As you read this section, think of

Parts of a Print Advertisement

- **The Components of Advertising Success** Print advertisements usually contain four elements: headline, copy, illustrations, and signature. Some advertisements also include the company's slogan, which is often presented with or near the signature.

How do the elements of an ad work together?



1

Headlines attract readers, arouse interest, and get them to look at the illustration and copy.

2

Copy represents the selling message in the ad.

3

Illustrations help expand on the copy by showing how the product works or how it is used.

4

The signature, or logotype (logo), is the identification symbol for a business.

5

A slogan is a catch phrase or small group of words that are combined in a special way to identify a product or company.

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ways these concepts would apply to preparing television and radio commercials, as well as online advertising.

Headline

The **headline** is the phrase or sentence that attracts the readers' attention to a particular product or service. Headlines must grab attention fast and hold it. They must convince the reader that it is in his or her best interest to read the ad. A headline should also lead readers into the ad's illustration and make them want to read the copy to learn more about the product's or service's benefits. Research shows that headlines that use words such as *you*, *your*, *how*, and *new* attract the most attention.

Writing Effective Headlines

Before writing a headline, a copywriter must know the needs of the target market. These needs might relate to price, delivery, performance, reliability, service, or quality. The headline must identify a benefit of the product or service, such as how it meets a consumer need. Effective headlines stress these benefits by making a promise, asking a question, posing a challenge, or using a testimonial.

Most headlines are brief. Research has shown people cannot process more than seven words at one time.

In a recent study, creative directors from major advertising agencies analyzed award-winning print ads to determine what their headlines had in common. They discovered that 32 percent of the headlines used familiar sayings with a twist. For example, "When it rains, it pours" (Morton Salt) or "I think, therefore IBM" (International Business Machines). About 23 percent of the headlines made use of opposites such as "up/down" and "lie/truth." For example, "Does she, or doesn't she?" (Clairol hair coloring) or "Hand-built by robots" (Fiat Strada).

Copy

The **copy** is the selling message of a written advertisement. It details how the product or service meets the customer needs identified in the headline. As with headlines, copy

A MATTER OF ETHICS

Weight Loss in a Bottle?

In most magazines there is at least one print advertisement claiming diet-pill miracles. There are also before-and-after pictures, quotes from users, and research claims from specialists. Yet many studies have concluded that dietary supplements, such as chitosan, chromium picolinate, Ephedra sinica, Garcinia cambogia, glucomannan, guar gum, hydroxy-methylbutyrate, and yohimbe, do not promote weight loss. Some supplements can even be dangerous.

Getting Away With It

Despite medical research and Federal Trade Commission reports, many diet pills are still on the market. However, in 2007, marketers of One-A-Day WeightSmart, TrimSpa, Xenadrine EFX, and CortiSlim agreed to pay \$25 million in fines and penalties. Diet pills deemed not dangerous can remain on the market, but cannot advertise unproven claims.

THINKING ETHICALLY

Why do you think marketers of diet pills are so successful? Is it ethical to promote diet pills that may be effective? Why or why not?

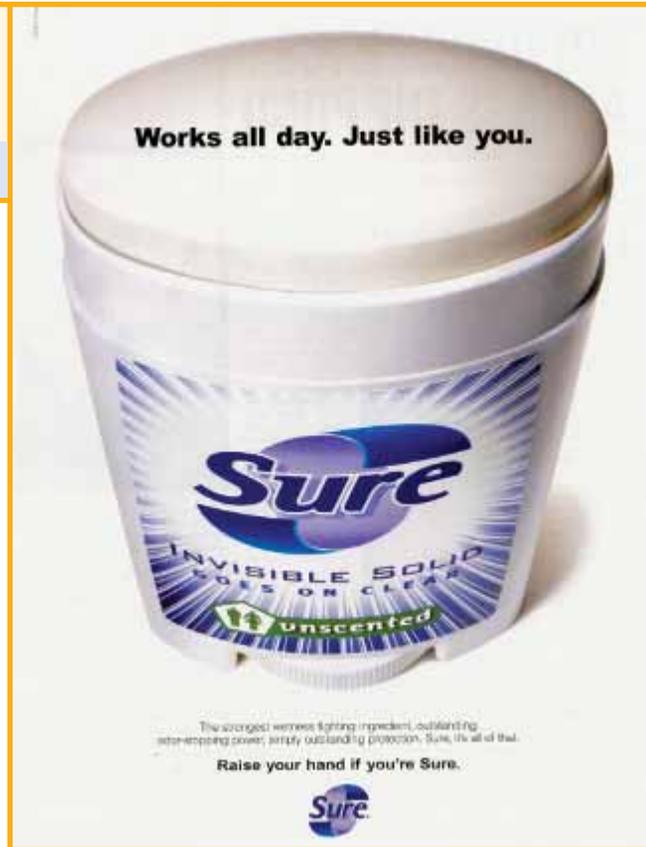
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should be developed only after the market is thoroughly researched. It should be based on the business objectives for the advertising campaign. For example, is your advertising designed to introduce a new product, build an image, attract new customers, answer inquiries, or generate sales to existing customers?

- **MOTIVATING a CUSTOMER** Every headline should have a single focus or main idea. Headlines should motivate the reader to try a product or service.

What is the main idea of this ad?



Here are some tips to create compelling, effective copy:

1. Your copy should be viewed as a conversation and written in a very personal, friendly manner.
2. Good copy, like a good headline, is simple and direct. Copy can vary from a few words to several paragraphs. Copy does not need to be extensive to get a message across. Copy can be viewed as an educational tool, a testimonial to the benefits of using the product, or a description of how an institution can help you.
3. Copy should appeal to the senses. Through the words, the customer should be able to see, hear, touch, taste, or even smell a product. This can be done through using descriptive adjectives and action words.
4. Your copy should tell the who, what, when, where, why, and how of your product. Remember that facts about your product are more powerful than claims.

Use case histories, **statistics**, performance figures, dates, and quotes from experts whenever possible.

5. Add desire and urgency to the copy. Use key words such as *new*, *improved*, *introducing*, *save*, and *easy* to establish immediate contact with the reader. They arouse interest, encourage awareness, and create desire and urgency.
6. Advertising copy should provide a personal call to action now or in the near future. It should always be in the second person and in the active rather than the passive voice. Including a phrase to encourage acting immediately, such as *last chance*, *limited supply*, *ends in two weeks*, or *special bonus offer*, helps create a sense of urgency and need for action.

Other techniques for keeping your copy personal include using contractions and short sentences. Write in short sentences and avoid the use of commas. Too many commas and long sentences will distract the reader.

stock artwork is not sufficient, professionals may be hired to photograph or illustrate situations or products.

Signature

The **signature**, or logotype (logo), is the distinctive identification symbol for a business. A well-designed signature gets instant recognition for a business. No advertisement is complete without it.

In national ads, the signature is the name of the firm. It may also include the corporate symbol and slogan. The signature in local advertisements usually includes the business's name, address, telephone number, business hours, or slogan. Many advertisers also include their Web site address in the signature.

Slogan

A **slogan** is a catchy phrase or words that identify a product or company. Each of these advertising slogans had the power to attract attention and arouse interest for the company

or its product. To support a firm's signature, many businesses create and use slogans that will help their customers identify the firm and its image.

Here are techniques copywriters use when developing slogans for advertising campaigns:

- Alliteration uses repeating initial consonant sounds—"Welcome to the World Wide Wow" (AOL).
- A paradox is a seeming contradiction that could be true—"The taste you love to hate" (Listerine mouthwash).
- Rhyme uses rhyming words or phrases—"Give a hoot, don't pollute" (United States Forest Service).
- A pun is a humorous use of a word that suggests two or more of its meanings or the meaning of another word similar in sound—"Time to Re-Tire" (Fisk Tires).
- A play on words cleverly uses words to mean something else—"Let your fingers do the walking" (Yellow Pages).

20.1 AFTER YOU READ

Key Terms and Concepts

1. What steps should be followed when developing an advertising campaign?
2. Why are headlines so important in print advertisements?
3. What is the main purpose of advertising copy?

Academic Skills

Math

4. What is the cost per thousand (CPM) of a one-half-page display ad that costs \$75 in a newspaper with a community circulation of 8,000?

English Language Arts/Writing

5. Make up advertising slogans for five products. Each slogan should use a different copywriting technique (alliteration, paradox, rhyme, pun, or play on words).

CONCEPT **Numbers and Operations:**
Computing CPM Determining the cost per thousand (CPM) of ads is a matter of multiplying the cost by 1,000, and then dividing by the number of people that will view it.

- To solve this problem, multiply \$75 by 1,000 and then divide by the audience size, in this case 8,000.



For help, go to the Math Appendix located at the back of this book.

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Check your answers at the *Marketing Essentials* OLC through glencoe.com.

SECTION 20.2

Advertising Layout

READING GUIDE

BEFORE YOU READ

Predict How does color affect a viewer's reaction to an ad?

OBJECTIVES

- Explain the principles of preparing an ad layout
- List advantages and disadvantages of using color in advertising
- Describe how typefaces and sizes add variety and emphasis to print advertisements

KEY TERMS

- ad layout
- advertising proof

ACADEMIC VOCABULARY

You will find these words in your reading and on your tests. Make sure you know their meanings.

- technique
- emphasis

THE MAIN IDEA

Advertisers must understand effective design principles when developing ad layouts in order to quickly attract the attention of the desired audience.

GRAPHIC ORGANIZER

Draw this chart to take notes on the principles of ad design.

Tips for Developing Effective Ad Layouts

1. Leave white (unused) space.
2. _____
3. _____
4. _____



Go to the OLC through glencoe.com for printable graphic organizers, Academic Vocabulary definitions, and more.

ACADEMIC STANDARDS

English Language Arts

NCTE 1 Read texts to acquire new information.

Science

NSTA Content Standard E: Understandings about science and technology

Developing Print Advertising Layouts

An **ad layout** is a sketch that shows the general arrangement and appearance of a finished ad. It clearly indicates the position of the headline, illustration, copy, and signature.

Components of Effective Ad Layouts

Ad layouts should be prepared in exactly the same size as the final advertisement. The illustrations should be large enough

AS YOU READ

Evaluation Think of a product you are interested in. How would you design an ad for it?

In-Store Advertising Increases

In-store television advertising is gaining in popularity. Since more people are using TiVo and similar programs as well as watching television shows online, it has become more difficult for national advertisers to reach a mass audience via regular network television. But a large and diverse number of people still shop on a regular basis at supermarket and discount chains. Tesco PLC, Britain's largest supermarket chain, installed television sets in 300 of its stores. In between news clips, recipe tips, and beauty advice, the screens show ads for products in the aisles. In the United States, Wal-Mart stores also have television sets that carry advertising messages.

How to Get Shoppers' Attention

To be effective, in-store ads must be very attention-getting, since customers are at the store to shop and not to watch television. In-store ads can be very creative and often use the actual store as a setting for the ad. For example, Unilever created an ad for its Axe deodorant that featured an attractive male using the product. The ad showed women in the store running after him because they were attracted to the scent.

THINK LIKE A MARKETER

What are some reasons why in-store TV advertising is becoming more popular with mass-market retailers?

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to show the product in use and grab attention through size, humor, or dramatic content. Print ads that feature large visuals (60 to 70 percent of the total ad) are the best attention-getters. The image projected in the layout should be appropriate for the target audience.

The best ads contain a focal point and lines of force that guide the reader to the copy through photographs and illustrations. One **technique** is to create a Z layout. Place the most dominant item (typically the headline or illustration) on the top of the Z. Since a reader's eye will normally follow the path of the Z, place copy on the line going down and your signature and "call to action" at the bottom of the Z.

Using Color in Print Advertisements

A color ad is usually more realistic and visually appealing and commands the reader's attention more than a black-and-white advertisement does. In fact, research proves that color newspaper ads can increase the readership of ad copy by as much as 80 percent over black-and-white ads. Studies have also shown that full-color ads are usually more cost effective than two-color ads (usually black and another color) because of their increased response rates.

Adding another color can increase costs by as much as 35 percent. Therefore, when businesses use color in advertisements, the added cost must be continually measured against the desired results.

Select the appropriate colors for your product and target market. For example, red is used for passion, excitement, and power. It is often used in automobile and food advertising. Also, when developing ads for global markets or ethnic groups within the United States, an advertiser must be sensitive to the different meanings that color conveys to people of other cultures and other countries.



- **LETTERING** This ad is a good example of the use of fonts and type sizes to attract attention and impart information.

What is your reaction to the size of the words Break Out?

Selecting Typefaces and Type Sizes for Print Advertisements

Many typefaces and type sizes are effective for use in print ads. Advertisers make sure to select styles and type sizes that are distinctive, yet appropriate for the business and specific target audience.

The look and appearance (design) of the type is called the typeface. A complete set of letters in a specific size and typeface is called a font. The appearance of the typeface affects the entire character of an advertisement.

Type size is measured in points. There are 12 points to one pica, and 6 picas to 1 inch. So a point is about $\frac{1}{72}$ of an inch. Your word processing program allows you to choose the size of type you want, usually within a range of 8 to 72 points.

One way to classify typefaces is to consider whether they are serif or sans serif. A serif typeface has short crosslines at the upper and

lower ends of the letters. Times Roman and Palatino are two commonly used serif fonts. Here are examples of these fonts in 10-point and 24-point type. Can you see the crosslines at the top and bottom of the letters T and P?

Times Roman, 10-point

Times Roman, 24-point

Palatino, 10-point

Palatino, 24-point

A sans serif font is one that is *sans* (French for “without”) any crosslines. These fonts are popular because their simple design makes them very easy to read. Some common sans serif fonts are Arial, Helvetica, and Futura.

Case Study

Advertising to Reach Young Males

Video games reach 18- to 34-year old males more effectively than perhaps any other medium. A recent Nielsen Media Research study found that young men were watching seven percent less prime-time television than a year earlier.

Activision, a Santa Monica, California, video-game publisher, and Nielsen Entertainment are helping advertisers evaluate the effectiveness of video game ads. They are proposing an evaluation method that is similar to Nielsen Media Research's famous method of rating television shows.

Watching Gamers

The new system tracks how many gamers see the ads in video game content, how often they see them, and how well they recall them. This system works with console-based games, by far the industry's largest sector, with real-time measurement data relayed through an Internet connection. It is estimated that video game product placement costs between \$20,000 and \$100,000, a fraction of the cost of a network TV ad. The new service, which is still in development, is likely to employ a small gadget to measure game-playing behavior, much as Nielsen's TV-rating service uses set-top devices to monitor TV-viewing habits. Gamers' ability to recall ads is likely to be measured using telephone surveys and other follow-up methods.



THINK STRATEGICALLY

What products would you advertise in video games?

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Here are some examples:

Arial, 10-point

Helvetica, 16-point

Futura, 24-point

The preferences and characteristics of the target market will dictate the choice of typeface. A study done by the Newspaper Advertising Bureau found that nearly one-

third of readers over 65 were not reading ads because the type was too small. This means that a 14-point font would be a better choice than 10-point for ads designed to reach readers over 65. Type that is too small or difficult to read will lower the readership of an ad. Many companies will use serif typefaces and 12-point font sizes in most ad copy.

Large, bold type is usually chosen when the words contained in a headline are to be shouted. Smaller, lighter type is usually

chosen when the words in a headline are to be whispered. In general, print advertisers should use one typeface for headlines and prices and another typeface for copy. You can add variety and **emphasis** by using different sizes of typefaces, italics, boldface, and combinations of capital and lowercase letters. The message may remain the same, however, capitalizing different words may change the effect.

Checking Advertising Proofs

When advertisements are first created, an **advertising proof** is developed. The advertising proof shows exactly how an ad will appear in print. Many proofs are sent in a digital format, which saves time and money.

The advertising proof is sent to the advertiser for review and approval. Before giving

final approval, the advertiser makes an evaluation based on the following criteria:

- The ad should be bold enough to stand out on a page, even if it is placed next to other ads.
- The overall layout should look clean and uncluttered and should guide the reader through the copy.
- The typefaces and type sizes should be easy to read and help to emphasize the message.
- The signature should be apparent and distinctive.
- The intended message and image projected must be appropriate for the target audience.

In addition, it is important to make sure that all prices are accurate and all brand names and company names are spelled correctly. Any errors found in the proof must be marked and returned for correction before the ad is published.

20.2 AFTER YOU READ

Key Terms and Concepts

1. How can you create a focal point and eye movement in a print ad?
2. What size typeface would you use to attract attention in an ad? Why?
3. What is shown on an advertising proof?

Academic Skills

Math

4. If a Web banner advertisement has a click-through rate of one percent and was sent to 15,000 people, how many people visited the banner Web site?

English Language Arts/Writing

5. Investigate the Better Business Bureau's (BBB) Code of Advertising. Select one of the BBB's basic advertising principles (comparative prices, claims of free, cents-off sales, etc.) to research and develop a short oral report on the standards for the specific advertising practice.

CONCEPT Problem Solving: Computing Percents

It is best to convert percents to their decimal equivalent before using them in computations. Dividing a percent by 100 will move the decimal point two places to the left and convert it to a decimal number.

1. To solve this problem, divide one percent by 100 to get a decimal number.
2. Multiply the decimal number by the number of people the ad was sent to determine how many people visited the Web site.



For help, go to the Math Appendix located at the back of this book.

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Check your answers at the *Marketing Essentials* OLC through glencoe.com.



CAREERS IN MARKETING



RANDALL RENSCH
FREELANCE ADVERTISING
COPYWRITER

? What do you do at work?

Writing is usually done in stages: concept, approval, headlines and basic copy, approval, then finished draft and polish. Sometimes we have to do it overnight. And, once in a great while, we have to do it over. I used to view my services as simply copywriting. Over time, it became apparent that for many clients I was as

much a creative consultant. So if I have a concern about an existing concept, I will voice it and offer alternatives. So that's about half of what I do. The other half consists of running my business: billing, filing, computer repair, and writing self-promotional material.

? What skills are most important to you?

Obviously, the ability to write is the real core. But advertising copywriting isn't just writing. It's also business writing and salesmanship, all imperceptibly rolled into one task. People skills are also very important. Some ability to concentrate, self-motivate, and run a small business are also important.

? What is your key to success?

Niche specialization. Write copy about industrial products, or fashion, or Web sites, whatever. The key to my success is my flexibility. A client knows that I see problems and solutions from a broad perspective, that I bring new angles and ideas from related fields, and that whatever they need in a pinch, I'm able to deliver.

Aptitudes, Abilities, and Skills

Writing and communication skills, time management, research ability, and self-motivation

Academics and Education

Courses communication, language arts, marketing, general business

Degrees BA and/or Masters

Career Path

Copywriting positions within companies like ad agencies and marketing firms offer a point of entry to this career, which has abundant room for growth within a company through freelance work.

Career Outlook

Growth to increase faster than average for the next ten years

Source: *Occupational Outlook Handbook*



THINKING CRITICALLY

Why is it important for a writer to focus on one or more areas of specialty?

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CHAPTER 20 REVIEW

FOCUS on KEY POINTS

SECTION 20.1

- Print advertisements usually contain four key elements: headline, copy, illustrations, and signature. Some advertisements also include the company's slogan, which is often presented with or near the signature. Each of the four key elements enhances the overall theme of a product promotion. The four fundamental elements of a print advertisement are applicable to ads in other media.
- An advertising campaign coordinates a series of ads around a theme. Ad agencies specialize in developing ad campaigns and crafting ads for clients.

SECTION 20.2

- Businesses need to follow ad layout principles when developing print advertisements. Companies can turn to a variety of sources for helping in developing their ad layouts, including newspaper advertising salespeople, magazine representatives, and advertising agency personnel (such as art directors, copywriters, or account executives).

REVIEW VOCABULARY

1. On a sheet of paper, use each of these key terms and academic vocabulary words in a written sentence.

Key Terms

- advertising campaign (p. 422)
- advertising agencies (p. 423)
- headline (p. 425)
- copy (p. 425)
- illustration (p. 427)
- clip art (p. 427)
- signature (p. 428)
- slogan (p. 428)
- ad layout (p. 429)
- advertising proof (p. 433)

Academic Vocabulary

- expert (p. 423)
- statistic (p. 426)
- technique (p. 430)
- emphasis (p. 433)

REVIEW FACTS and IDEAS

2. How are advertising campaigns developed? (20.1)
3. What is the role of an advertising agency? (20.1)
4. What are the four essential elements of a print ad? (20.1)
5. What should illustrations show about a product? (20.1)
6. List five principles that should be followed in developing print advertising. (20.2)
7. Why is color important in print advertisements? (20.2)
8. How can variety be provided when selecting typefaces? (20.2)
9. Name the elements in an ad layout. (20.2)
10. What is an advertising proof? (20.2)
11. List three things you should look for in an advertising proof. (20.2)

CHAPTER 20 REVIEW

BUILD REAL-WORLD SKILLS

12. Workplace Skills

Human Relations A customer wishes to purchase an item that was advertised improperly in a print advertisement. The item actually costs more than the advertised price. When told about the higher price, the customer is upset and angry, but she still wants the product. What procedures would you use to calm the customer and still complete the sale?

13. Technology Applications

Design an Ad Layout Using a desktop publishing program, select a product that you would advertise for a target audience of your choice. Develop an advertising proof, and then write a paragraph describing why your ad layout would attract and appeal to your target audience.

BUILD ACADEMIC SKILLS

14. Math Practice

Figure Out Advertising Credit Your hardware store has a cooperative arrangement with a manufacturer of garden tools. The store receives a 3.5 percent advertising credit on total yearly sales. What is your advertising credit on sales totaling \$42,000?

CONCEPT **Numbers and Operations: Calculating Discounts** A percent discount is usually calculated as an amount off an original price, not an amount off an already discounted price. To figure the amount of a discount, convert fractions and percents to decimals, and multiply.



For help, go to the Math Appendix located at the back of this book.

15. English Language Arts

Expressing an Opinion Find at least two ads for one product you have bought before. The ads could be from any print media. Write a paragraph describing the composition and layout of the ads. Also write your opinion of the ads, how they might be improved, and which ad is more effective.

DEVELOP CRITICAL THINKING

16. Circulation and Ads

Why are media circulation numbers key to the business of print ads? What do they determine? To give examples that illustrate your answer, you should research advertising rates for one or two publications of your choice. As you work to find out this information, also note whether the publication you have selected is distributed nationwide or regionally. How does this type of information influence promotion decisions?

APPLY CONCEPTS

17. Creating an Advertising Campaign

Design an advertising campaign of any length for a service, product, or company of your choice. Imagine that you will present the campaign to a prospective client. Research the appropriate budget and media.

Activity Prepare a summary of your campaign to present in class. Explain and justify your choices. Bring visuals such as a poster-sized sketch of your main ad or a graphic representation of all the campaign components and how they work together.

NET SAVVY

18. Ad Research

Select a product or service that interests you and conduct an Internet search to find an ad for it. You might select either an ad, a banner, or a button. Analyze how this ad works and list three reasons you think it is effective.

1. ○○○○○
2. ○○○○○
3. ○○○○○
4. ○○○○○
5. ○○○○○

1. **Directions** Choose the letter of the best answer. Write the letter for the answer on a separate piece of paper.

What is the area of a one foot by six inch newspaper ad?

- A 1.5 sq. ft.
- B 36 sq. in.
- C 72 sq. in
- D 0.75 sq. ft.

2. **Directions** Choose either True or False as the answer. Write the letter for the answer on a separate piece of paper.

Which of the following is NOT a step in planning an ad campaign?

- A identify the audience
- B determine objectives
- C select the media
- D choose an agency

Test-Taking Tip

Look for key words in test directions and questions such as: *choose, describe, explain, compare, identify, similar, except, not, and but.*

THE



CONNECTION

Role Play

Supermarket Employee

Situation Assume the role of an experienced employee of a local supermarket. The supermarket enjoys a brisk lunch business at its deli counter. The deli counter features made-to-order sandwiches. Several months ago the supermarket owner (judge) added salads. The supermarket owner (judge) has now decided to add a selection of entrée and vegetable items that can be warmed for immediate consumption or packaged to go. The supermarket owner (judge) wants to promote the new items in an ad that will appear in a shopper-type newspaper.

Activity The supermarket owner (judge) has asked you to create a rough sketch for the advertisement and suggest a headline. You will explain your rationale for each part of your advertisement.

Evaluation You will be evaluated on how well you meet the following performance indicators:

- Explain the components of advertisements.
- Demonstrate appropriate creativity.
- Prepare simple written reports.
- Make oral presentations.
- Determine customer/client needs.



@ Online Action!

For more information and DECA Prep practice, go to the *Marketing Essentials* OLC through glencoe.com.

MARKETING INTERNSHIP

A SIMULATED



SPORTS AND ENTERTAINMENT MARKETING EVENT

Pitch a New Client

➔ BASIC BACKGROUND

POGO is trying to get off the ground. The start-up air taxi service is looking for investors to put its business plan into action. It intends to offer short flights on six-seat mini-jets to and from small airports of the customer's choice and on the customer's own schedule. Each of its mini-jets fly 1,500 hours a year, or about 750 two-hour trips.

Expensive . . . and Economical Like a taxicab, the cost per mile is set, regardless of the number of pas-

sengers. It's pricey for someone flying alone, but for four executives going to the same destination, POGO's price equals the cost of four first-class seats on a regular airline. The main selling point is convenience: There are no long waits at the airport and no fear of lost luggage. The target market is a mid-level executive who earns \$150,000+ a year and flies every five or six weeks.

➔ YOUR OBJECTIVE

Your firm would like to sign POGO as a client by emphasizing your firm's ability to promote POGO to its target market. Your objective is to prepare an effective marketing proposal to present to POGO.

➔ SKILLS NEEDED

Preview the project and brainstorm a list of skills you will need to complete it. Describe how you might apply them. Some skills might include:

Academic Skills reading, writing, math, social studies, and researching

Basic Skills speaking, listening, thinking, and interpersonal skills

Technology Skills word processing, presentation, telecommunications, and Internet skills

➔ ASSIGNMENT AND STRATEGY

- **Get the background** Conduct the opportunities and threats portion of a SWOT analysis for POGO and a competitive assessment. For example, look at the cost of first-class tickets on commercial airlines vs. the cost to charter a small jet for routes that POGO might fly.

Research attitudes about air travel. Learn what annoys most airline travelers, especially business travelers, and how POGO's service could remove or



reduce those annoyances. Decide which media are best suited to reach POGO's target market.

- **Write the proposal** Begin your proposal by identifying POGO's main problem in one sentence. Then write a statement of purpose—what your firm intends to do to help POGO achieve its goals. Tell what you did to prepare for this presentation. Include a time line or work plan.

Consider all the elements of a promotional mix: selling, advertising, sales promotion, and public relations. Provide your rationale.

- **What your project should include** Tell how POGO will differentiate itself from its competitors. Also create a sample of one or more of your promotional ideas.



YOUR REPORT

Use a word processing program and presentation software to prepare a double-spaced report and an oral presentation for POGO. See a suggested outline and key evaluation points at the *Marketing Essentials* OLC through glencoe.com.

BUILD YOUR PORTFOLIO



Option 1 Internship Report

Once you have completed your Marketing Internship project and presentation, include your written report and a few printouts of key slides from your oral presentation in your Marketing Portfolio.

Option 2 Creating a Promotional Plan

A client (choose an existing company) wants a new, trendy promotional plan. Start with a SWOT analysis, a competitive assessment, and identify a target market. Then design a cutting-edge proposal that addresses your client's needs. Provide sample promotional materials. Prepare your written proposal using a word processing program and use presentation software for your oral presentation. See a suggested outline and key evaluation points at the *Marketing Essentials* OLC through glencoe.com.



Online Action!

Go to the *Marketing Essentials* OLC through glencoe.com to review promotion concepts that relate to DECA events.