

# Advertising Element Collection Project

This is a 5 part project in which you will collect the elements of print advertising. Read and complete each section using materials in and out of the classroom. This project is worth 30 points (5 points for each section and 10 for quality of work). You may put the final product in a binder, make a booklet out of construction paper, etc. Each element must be clearly labeled (example: Headline, to solve a problem). You may find an advertisement with 3 or 4 different elements in it (label each one clearly using a marker or typed label).

**1. Find five headlines, one that will satisfy each of the following approaches.**

- a. to offer something new or improved
- b. to solve a problem
- c. to make a claim
- d. to promise a benefit
- e. to arouse curiosity

\_\_\_\_/pts

**2. Find five illustration (picture or diagram) one to satisfy each of the following approaches.**

- a. the product itself
- b. the product's features
- c. the product in an appropriate setting
- d. the product in use
- e. the benefits of using the product

\_\_\_\_/pts

**3. Find five different copy approaches. Some copy uses a combination of types: therefore, one ad may provide several types of copy techniques.**

- a. features
- b. claims
- c. comparisons
- d. uses
- e. benefits
- f. testimonials
- g. endorsements
- h. action

\_\_\_\_/pts

**4. Find five of the following ways businesses encourage action through their identification element.**

- a. with a tag line (slogan or phrase that identifies the product) or distinctive symbol
- b. with addresses
- c. with telephone numbers
- d. with hours of business operation
- e. with a map
- f. with credit cards accepted
- g. with toll-free numbers
- h. with web address

\_\_\_\_/pts

**5. Creativity of project. All labels are neatly done and presentation of project is quality work.**

Exceptionally Well Done	Well Done	Adequately Done	Below Average	Poor
10 - 9	8 - 7	6 - 5	4 - 3	2 - 1

\_\_\_\_ / 30 pts