

PARTS OF A PRINT ADVERTISEMENT

Before you can analyze or create advertisements, it is important to know and understand the basic parts of an advertisement.



HEADLINE
The headline should be creative and catch the eyes. Try not to just explain the illustration.

ILLUSTRATION
The image on the advertisement.

BODY COPY
The body copy explains the product or service. It communicates with the audience who is interested in your headline and wants to know more about the product.

LOGO
The client's logo.

TAGLINE
A 4-10 word sentence that evokes a certain feel or attitude that stands out. Good taglines should be memorable (e.g. "Just Do It" — Nike).

HOW TO WRITE A HEADLINE

Let's start with a very ordinary product. For example, Dry Idea Anti Perspirant. Below are just a few ways that lines could be created to talk about Dry Idea. Just imagine the visual--all you'd see is the package of Dry Idea. (Mark Nardi, 2019)

Now, since it's called antiperspirant, what can we do with that term?

"It's anti-perspirant, anti-embarrassment, and anti-hey-open-the-window-will-you?"

If you really sweat, your shirt will show those stains. So it gets kind of gross, but we could try having fun with that:

"Hi, my name's Brad, and these are my pit stains."

Here's another way to look at too much sweat:

"Your nickname should never be the Human Waterfall."

HOW TO WRITE A HEADLINE BASED ON STRAIGHT-LINES

What is a straight-line?

A straight-line is a plain sentence that clearly states the key message the ad wants to convey.

Example: *"This chair is really **comfortable**."*

How can you write a headline based on a straight-line?

Capture the gist of the straight-line in a memorable way to hook the reader.

Examples:

*"This chair is really **comfortable**." → Ever try binge sitting?*

*"This moving company is very **careful**." → We bubble wrap our bubble wrap. We don't just carry your stuff. We cuddle it.*

HOW TO WRITE BODY COPY FOR A PRINT AD

The body copy of an ad should flow smoothly from from the headline.

Example of Body Copy:

Product: Halo Top vegan collection

Body copy: *Why can't vegans have good things? It's like "oh, this is ok for vegan food" when it should be "damn, this is good." It's not a sloppy attempt to veganize food. Because when it comes to ice cream, we mean it. Halo Top Non-dairy collection. 14 flavors to free yourself!*

HOW TO WRITE A TAGLINE

Most taglines last for many years, so it is important to come up with a timeless phrase. Some examples of famous taglines include:

BMW: "The ultimate driving machine"

eBay: "The world's online marketplace"

IKEA: "Live unborring"

Red Bull: "It gives you wings"

Skittles: "Taste the rainbow"

Maybelline: "Maybe she's born with it. Maybe it's Maybelline."

Wheaties: "Breakfast of champions"