

Introduction

In order to fully appreciate how much thought and creativity goes into developing advertisements, it is helpful to try to design your own. In the following exercises you will be asked to create both a print ad for a magazine as well as a commercial for television. Think about how the different mediums will affect how the images are created and/or how each medium may limit your creative options.

1. Real Men Don't Do Dishes!!

How many men do you know who actually wash dishes? Many of them would rather utilize disposable paper plates instead of having to complete the task of putting soap and sponge to pots and pans. In this exercise, you should try to create a print advertisement for either dish liquid or dishwashing detergent that appeals to a male audience. After you have created a rough sketch of each of your advertisements, type your responses to the following questions:

- a) What is your product's name and slogan? (Example: Nike = Brand, Just Do It = Slogan)
- b) Where will your ad and commercial appear? (Example: in *Men's Health*, and on Spike TV).
- c) Who will the ad/commercial appeal to, and what do they value?
- d) How does the product's name and slogan appeal to the target audience that you hope to reach?
- e) Describe the advertisement and commercial in detail: What types of models/actors will you use? What will they wear? What will they say? What text will appear in your ad? How will the text appeal to your target audience?

2. Women and Sports?

You are an advertising executive for Nike. In order to increase sales of its women's shoes and apparel, Nike has decided to create a new ad campaign to follow up its very successful "If You Let Me Play" campaign. In this exercise, you should try to create a print advertisement for Nike that appeals to the largest female audience possible (a wide age range, and a wide range of ethnicities). After you have created a rough sketch of each of your advertisements, type your responses to the following questions:

- a) What is your product's name and slogan? (Example: Nike = Brand, Just Do It = Slogan)
- b) Where will your commercial appear?
- c) Who will the ad/commercial appeal to, and what do they value?
- d) What text/ dialogue will be included?
- e) Describe the advertisement and commercial in detail: What types of models/actors will you use? What will they wear? What will they say? What text will appear in your ad?