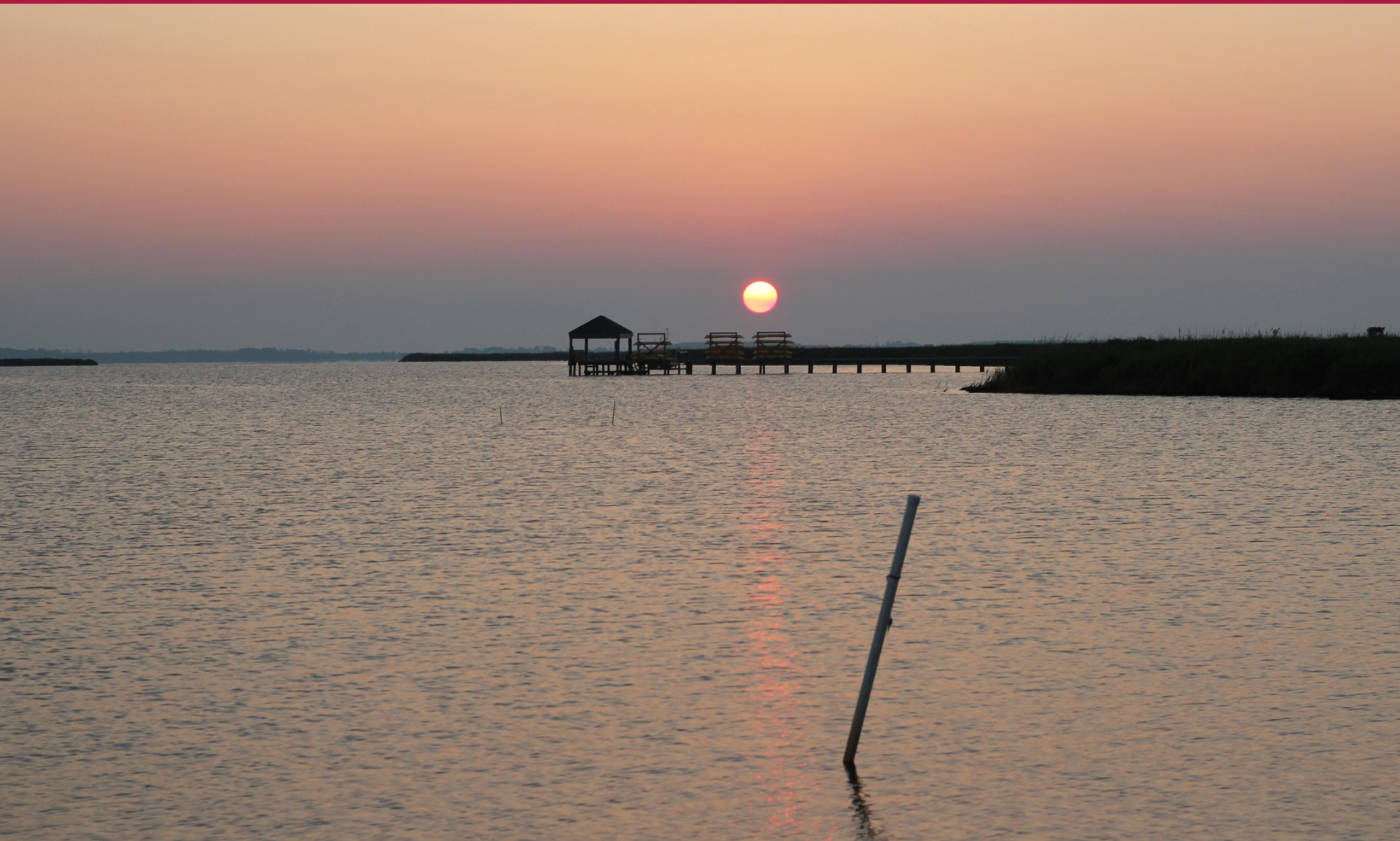


Week 19: Advertising



- AP Style Quiz No. 3 (Tuesday)
- Receive advertising assignment
- Return graded assignments





Quote of the day

“Ads seem to work on the very advanced principle that a small pellet or pattern in a noisy, redundant barrage of repetition will gradually assert itself.”

-- Marshall McLuhan



Send me ...

- You must have your E-Portfolio done by the end of class next Sunday
- You must have a CCMS number
- Must have it to work on your E-portfolios (in the dashboard)
- E-mail me if you do not:

David.Bulla@zu.ac.ae

Style Watch T, U, V, W, X, Y and Z

- weather terms
- website
- winter
- women/women's
- World Wide Web
- yearlong
- QUIZ IS TUESDAY!



Advertising

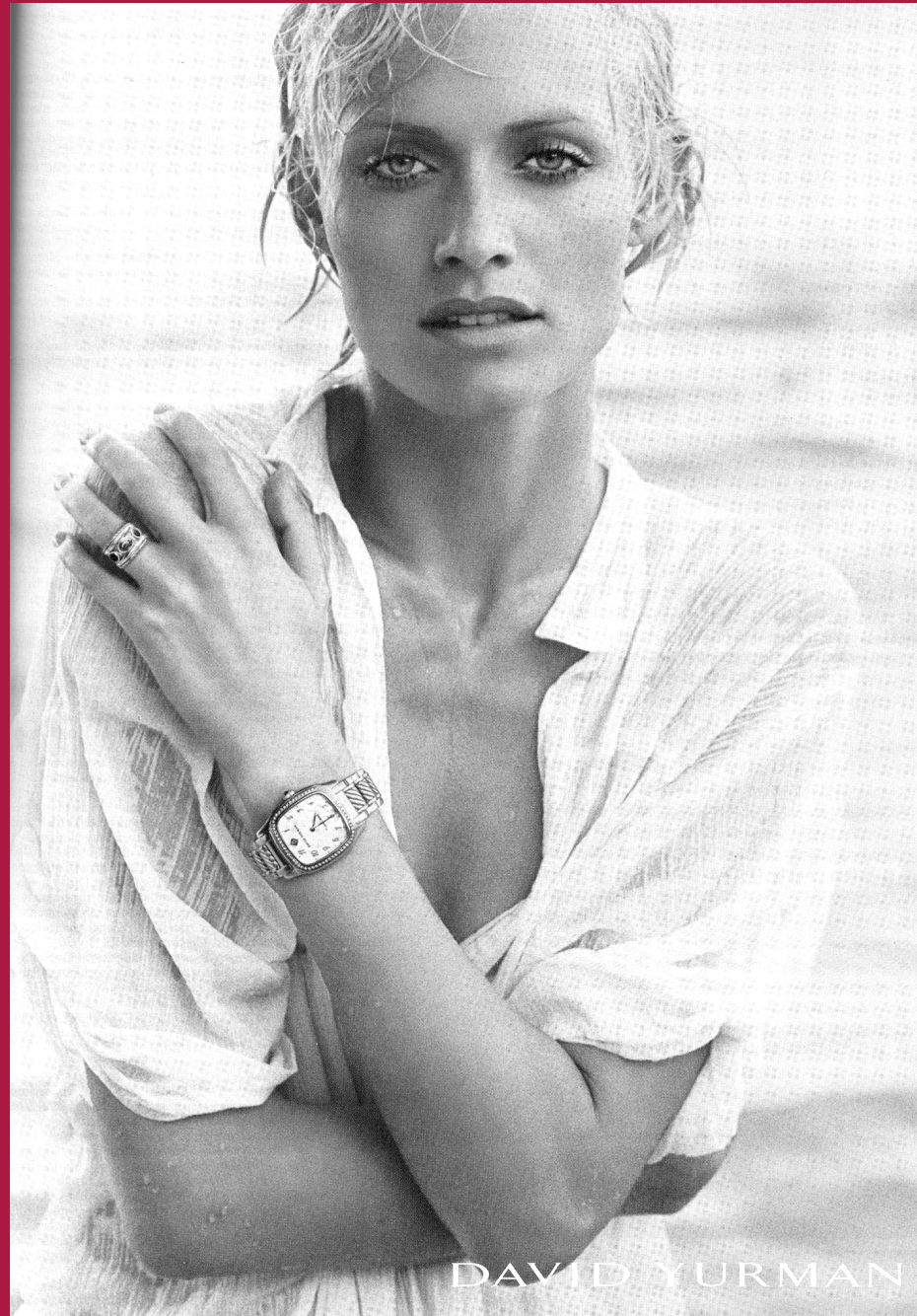


**RUN THE ELITE
OUT OF TOWN.**

Famous- person testimonial



Snob
appeal



Hidden-
fear
appeal

ACID REFLUX DISEASE

Think just a little
lingering heartburn is no big deal?
Your doctor may beg to differ.

Did you know that if you have even mild heartburn due to acid reflux disease, you could have severe erosions in your esophagus? And if you have persistent heartburn, 2 or more days a week, despite treatment and diet change, it may be acid reflux disease. So ask your doctor about prescription NEXIUM, the purple pill. For many people, one NEXIUM a day provides 24-hour heartburn relief. And NEXIUM heals

erosions in the esophagus caused by acid reflux. Only your doctor can determine if you have this damage. Most erosions heal in 4 to 8 weeks with NEXIUM. Your results may vary. The most common side effects of NEXIUM are headache, diarrhea, and abdominal pain. Symptom relief does not rule out other serious stomach conditions. Please read the important Product Information.

**TALK TO YOUR
DOCTOR ABOUT NEXIUM.**



**YOU KNOW.
YOU HAVE A CHOICE.**

Try 1 week of NEXIUM — FREE.
Call 1-800-263-3826 or visit purplepill.com

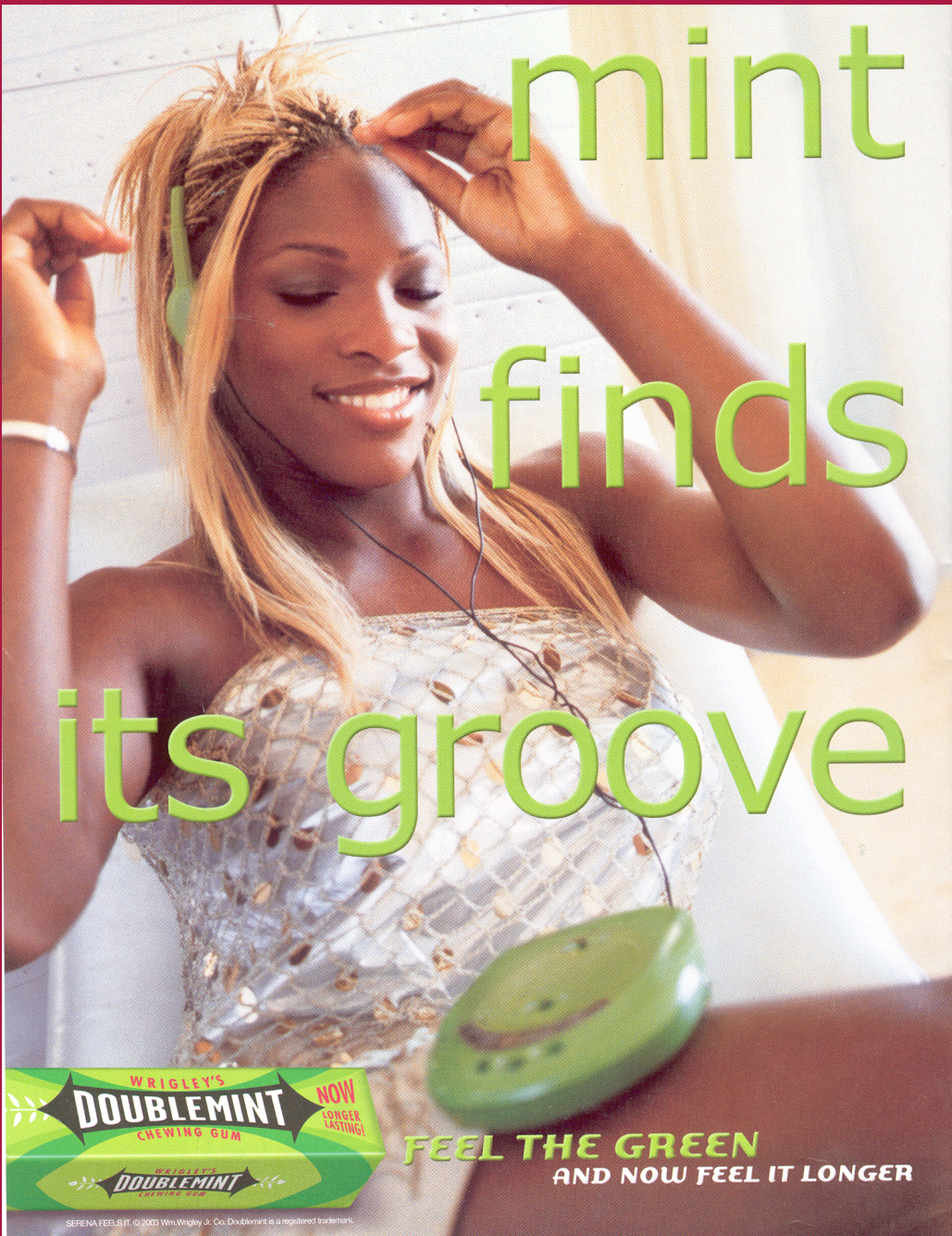


Please read the important Product Information about NEXIUM on the following page and discuss it with your doctor.

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LASTING!

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AND NOW FEEL IT LONGER

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Common sense appeal



Scott Eklund / P-I

McDonald's advertises its coffee while taking a shot at Starbucks on this billboard on East Marginal Way in Seattle.

Ad assignment

- Research Nike's **Zoom Elite+ 5 women's running shoe**
- Go to nikerunning.com for more information
- Decide on a target publication
- Determine USP
- Write ad copy of not more than 20 words (not counting headline and contact information)
- Write five headlines; choose most appropriate one for your ad
- Create ad with designer software or make a dummy ad
- Write a memo to your account executive (your professor, in this case); use business memo format; give rationale for why you have made the ad the way you have

Writing ads

- Write several drafts
- Include product's benefit to audience
- What is the USP?
- Demographics of your target audience
- Psychographics
- Belief you want your ad to establish
- Call to action
- Simple language
- Logo
- Contact info

Example

Nike Zoom Elite Women Running Shoe

Flexible

Smooth ride

Breathability

Comfortable



For more information

contact Nike on facebook or twitter

www.facebook.com/Nike

www.twitter.com/Nikestore

or visit our website: www.nikerunning.nike.com

Example

Nike Zoom Elite+5 Women Running Shoe

✓ *Comfortable*



Excellent breathability.



Flexibility and durability.




Minimize overall weight.



Zoom Elite.



Nike's Contact information:

 www.facebook.com/nike

 www.twitter.com/nikestore

www.nike.com

Tools

- InDesign
- Photoshop
- Illustrator
- Power Point
- Keynote
- Camera

Ad due ...

- Tuesday at the end of class
- Put all three elements in a folder
- Camera

Reflective journal entry No. 3

- Due day of final assessment

AP quiz No. 3

- Next Monday

Questions

- If you have questions about missing assignments, please see me during office hours this week
- Warning: Several of you are missing more than one assignment; this could severely affect your grade