

Media Forms

Five of the common forms of advertising are:

① Radio Advertising | ② Newspaper Advertising | ③ Television | ④ Direct Mail | ⑤ Web/Online

For this assignment, select a single product or service of your choosing and create ads for each of the 5 media forms listed above.

What is your product or service? _____

For this assignment, please follow the guidelines below for each type of ad you create, all ads must be persuasive and convincing.

① Radio Advertisement:

- Ad must be between 30 and 60 seconds
- Ad needs an opening attention grabber
- Ad should incorporate of background sound
- Ad needs to include a benefit 'What's in it for me'

② Newspaper Advertisement:

- Ad must have an attention getting headline
- Ad must be clear, easy to read and factual
- Ad must include contact information and may include relevant pictures
- Ad must have no more than 2-3 sentences to explain your goods or service

③ Newspaper Advertisement:

- Ad must be between 25-30 seconds and cannot exceed 30 seconds
- Ad should be '*say it, explain it, repeat it*' (good TV advertising strategy)
- Ad must include voice, action, sound effects and props if necessary

④ Television Advertisement:

- Ad must be between 22-30 seconds and cannot exceed 30 seconds
- Your product/service must be clearly communicated
- Keep it engaging and memorable like a story to ensure your audience stays tuned
- Include attention getting and keeping strategies

⑤ Online Advertisement:

- Be creative, make your ad stand out
- Include a logo and/or slogan
- What will entice your user to click through? (*Ads online are created to ensure the user clicks through to the advertisers business/site.*)