Ad Manual

This project will expose you to the differences of types of magazine ad copy. There are ten types of the most common ad forms and you will be required to find an example of each and put together an Ad Manual. The Ad Manual will be in book form, bound at the left edge—but otherwise you will determine the extent of your creativity in presenting this information. The following are short descriptions of the ten types of ads:

1. Reason Why Copy, Argumentative, Cognitive
   1. Advertiser appeals chiefly to reason or intellect
   2. Uses facts, selling points, drawings, diagrams, and charts
   3. Used in advertising expensive products
2. Human Interest-Suggestion –Emotional Copy
   1. Advertiser appeals to emotions (pride, fear, love, friendship, happiness)
   2. Used in high percentage of ads—comforts, luxuries
3. Sense Appeal Copy
   1. Advertisement appeals to one or more of the five senses
   2. Used of illustrations and descriptive adjectives
   3. Used in advertising food
4. Story Form
   1. Gives an account of events pertaining to products
   2. Used in advertising books, school, life insurance
   3. Ad usually tells a story
5. Conversational – Monolog Copy
   1. Reproduces a conversation between people or it may quote the statements of a user giving advice on the use of the product.
   2. Some will be cartoon in nature
6. Educational Copy
   1. Advertisement should make customers more aware of the product
   2. Should give the use and care of the product
7. Jingles and Rhymes
   1. Slogans –sayings heard on TV or radio
   2. Aims to attract attention and arouse curiosity through the use of slogans, jingles.
8. Testimonial Copy
   1. Famous person advertising
   2. Can be a housewife, businessman, etc—pitching a product
9. Institutional Copy
   1. Promotes goodwill as opposed to selling merchandise
   2. No selling points are offered and no articles are mentioned
   3. Example – An alcohol company may take out an ad that the point is not to drink and drive, wear your seat belt, etc.—but their logo will be present in the ad.
10. Cartoon Copy
    1. Used to display humor
    2. May be cartoon in nature

Directions:

1. Bring in “G” rated magazines and/or use the ones provided for you and find one of each of ten types of ads.
2. Mount each ad on a separate piece of paper
3. Label each ad and state your reason why the ad works
4. Bind the manual on the left
5. Include a title page—with your name and class period
6. See class examples for ideas
7. You may not use the following types of ads: alcohol, tobacco, feminine hygiene products, and contraceptive products---any others in question –see instructor for clarification.
8. You may use alcohol ads if they are institutional ads and are not selling their product.