

Chapter 20 Print Advertisements

Section 20.1 Elements of Advertising

Section Outline with Content and Academic Vocabulary

Section Outline

The Advertising Campaign

Advertising Agencies

New Models for Advertising Agencies

Developing Print Advertisements

Headline

Purpose of Headlines

Writing Effective Headlines

Copy

Illustration

Signature

Slogan

Content Vocabulary

advertising campaign A group of advertisements, commercials, and related promotional materials and activities that are designed as part of a coordinated advertising plan to meet the specific goals of a company. (p. 467)

advertising agency An independent business that specializes in developing ad campaigns and crafting the ads for clients. (p. 468)

logotype A graphic symbol for a company, brand, or organization; logo. (p. 469)

headline The phrase or sentence that captures readers' attention, generates interest, and entices them to read the rest of the ad. (p. 471)

copy The selling message of a written advertisement. (p. 472)

illustration The photograph, drawing, or other graphic element that is used in an advertisement. (p. 473)

clip art Inexpensive or free images, stock drawings, and photographs. (p. 474)

signature The name of the advertiser or logotype that is the distinctive identification symbol for a business. (P. 474)

slogan A catchy phrase or words that identify a product or company. (p. 475)

Academic Vocabulary

expert A person with special knowledge or ability who performs skillfully. (p. 468)

statistic A number that represents facts or that describes a situation. (p. 472)