

Analyzing Print Ads

Start thinking like a copywriter by answering the questions about the print ad you collected below.

What product is your ad highlighting?

Who is this product designed for?

What is one of the benefits of this product? This can be a benefit that is explicitly written in the text, or one that you've identified yourself.

What is the purpose of this ad?

What is the tone of the writing on the ad? (Example: playful, serious, silly). How do you know?

Do you think the tone of the writing matches the product itself? Why or why not?

Create Your Product

For each section below, generate 1 random number between 1 and 6. Circle the text that corresponds to each number. When you're done with this worksheet, you should have a circled 1 item from Type of Product, 1 item from Audience, and 1 item from Benefits.

| Type of Product | | |
|-------------------|--------------------|--------------------|
| 1 - Clothing Item | 2 - Technology | 3 - Snack Food |
| 4 - Toy | 5 - Transportation | 6 - Household Item |

| Audience | | |
|--------------------------|------------------|-----------------|
| 1 - A kid your age | 2 - Grandparents | 3 - Teachers |
| 4 - High school students | 5 - Parents | 6 - Celebrities |

| Benefits | | |
|----------------------|----------------|------------------|
| 1 - Small or compact | 2 - Fuzzy | 3 - Fast |
| 4 - Durable | 5 - Convenient | 6 - Entertaining |

Your Product Details: Example

Below is an example of how to develop more details about your product. You will write in your own answers on page 4.

Write down what you circled for “Type of Product.” Then, expand it: What is something in that category that you wish existed?

Transportation. Robotic wings that help you fly.

Write down what you circled for “Audience.” How do you imagine the people in that group would use your product?

Grandparents. Grandparents are generally older adults, and sometimes they have trouble moving around. The wings could help them do daily tasks, like cleaning or running errands.

Write down what you circled for “Benefits.” Why is this an additional benefit for this product?

Small and compact. Because the wings aren’t designed to take you far distances, they can be small and not very heavy. This is an additional benefit because that probably makes them more comfortable, as well.

How do you want people in your audience to feel when they use it, and what precise words can you use in your ad to convey that feeling or tone?

I got the idea for this product because I’ve watched my own grandparents struggle with mobility issues. I’d want Grandparents and older adults to feel like they can more safely accomplish everyday tasks. I would make sure to include specific information about the safety, such as the features and the testing.

Does this product feature any distinctive design elements? Uses precise words and sensory language to describe it.

The wings are attached to a harness that buckles at the chest and waist, like a hiking backpack. The straps are padded so they are more comfortable. There’s also a quick-release button on the chest strap that lets the wearer disconnect from the wings quickly, in case there’s a problem.

Your Product Details

Answer the questions below to develop more details about your product.

Write down what you circled for “Type of Product.” Then, expand it: What is something in that category that you wish existed?

Write down what you circled for “Audience.” How do you imagine the people in that group would use your product?

Write down what you circled for “Benefits.” Why is this an additional benefit for this product?

How do you want people in your audience to feel when they use it, and what precise words can you use in your ad to convey that feeling or tone?

Does this product feature any distinctive design elements? Uses precise words and sensory language to describe it.

Write Your Advertisement

Write your ad below. Think about the tone and feeling you want to convey about your product and combine that with the precise language you brainstormed on page 4. Continue in your writing journal if you need more space.

| |
|--|
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |