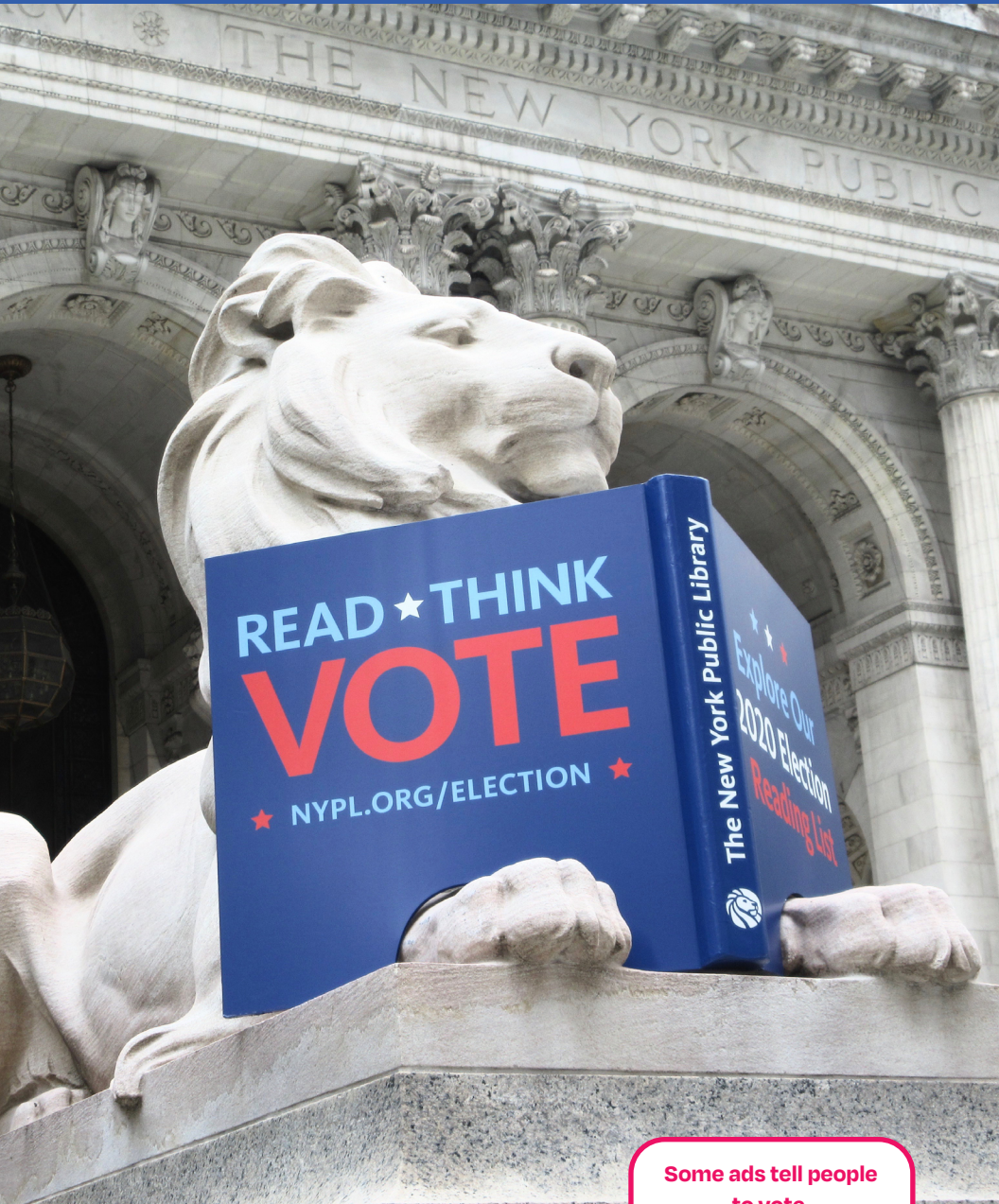


Creating Ads





Some ads tell people to vote.

What's an Ad For?

Ads are everywhere, from TV to signs to cars. Most ads aim to get people to buy products or services. In our economy, which is our system of making and selling goods and services, advertising helps sell things.

Ads have uses beyond just selling items. Ads tell people to vote for someone running for office. Public service ads give safety tips, such as those telling people to wear seat belts.

Advertising is an important part of the economy in several ways. Advertisers pay money for time on TV. They buy space in newspapers you read. Money from ads is the main way that TV and newspapers make money. Making the ads you see every day is big business, too.

Key Notes:

What are some ways that ads are used?



**An ad agency starts
an ad campaign for
a product.**

The Ad Campaign

When companies decide to advertise, they often hire an advertising agency to develop an ad campaign, a way to sell the product. Developing an ad campaign is a hard job, especially today, when people get information in so many ways. The agency's job is to develop an ad campaign so people know about the product, talk about the product, and buy the product.

The first step is to come up with an idea about the product that people will remember and that will cause them to buy the product. Then, the ad agency comes up with a plan for getting out this idea about the product. The agency may produce TV ads, newspaper ads, radio ads, and ads sent by mail.

Key Notes:

Why does an ad campaign start with an idea about a product?



These commercial makers are making an ad for TV.

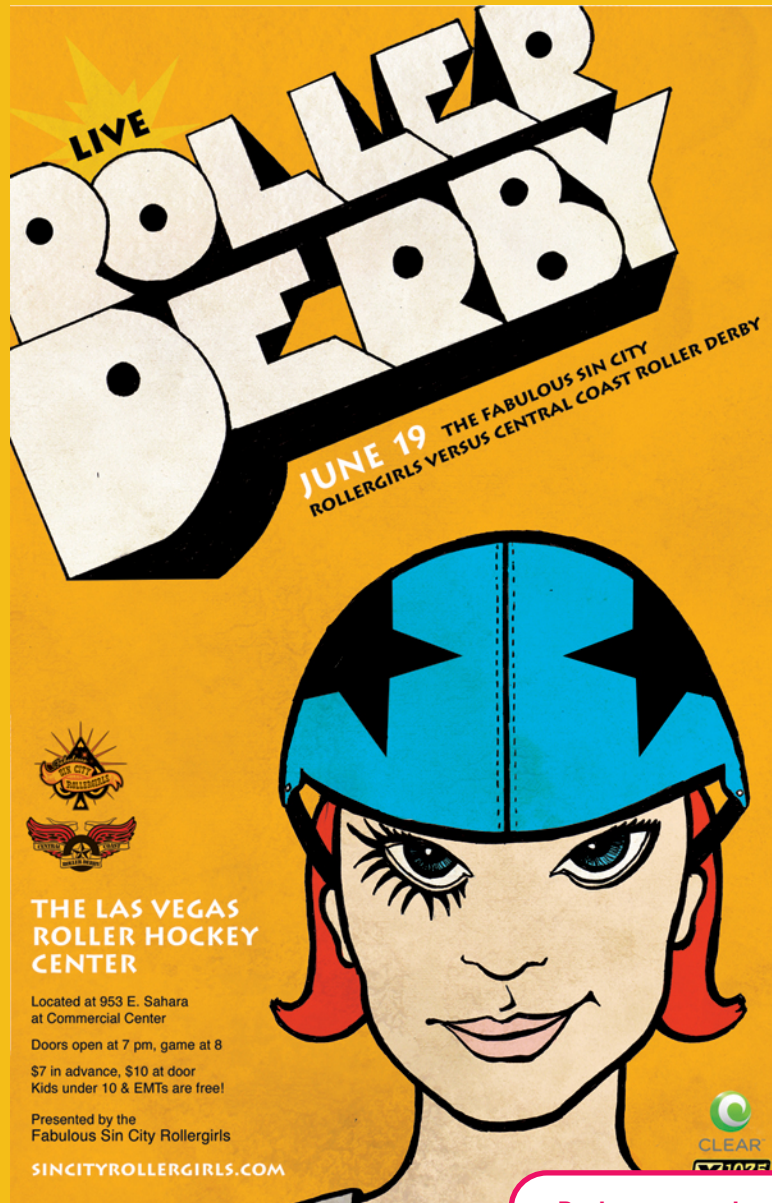
Making TV Commercials

Making TV ads, or commercials, is part of the film business. People who make TV commercials often go through the same steps that people who make movies do. The difference is that movie-makers want to entertain you. The people who make TV commercials are more interested in making you buy than in entertaining you.

First, the commercial makers come up with a story for the spot, as TV commercials are called. Then, actors try out and are hired. If the product is for young people, the actors may be young people. If the product is for older people, the actors will likely be older. The idea is that if people your age buy the product, you might want to, too.

Key Notes:

What is the difference between movies and commercials?



Posters are one type
of print ad.

Making Print Ads

An ad campaign often has ads that appear in several places. Usually, print ads are part of a campaign. Print ads are ads in newspapers and magazines. A campaign may also run ads on billboards. These different ways of advertising help reach different people.

Often, an ad campaign will make sure the ads it runs all look similar, so a magazine ad will have the same theme as the TV ads. These ads use the same actors and same taglines, or sayings about the product. Instead of being said by actors, thought, these taglines are written into the ads. The different ways of presenting the same theme helps the readers or viewers remember the ad—and, more important, remember the product.

Key Notes:

Why do ad campaigns have TV and print ads?

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