

Creating an Advertisement

Are you nearing the end of the Advertising Unit? If so, then this presentation's for you!

Part Two: Write the Ad Copy



The first luxury rollerball that fills like a fountain pen

MEGA INK BALL™

The New Mega™ Ink Ball™ fills and writes just like a treasured fountain pen! The rollerball head dips in ink and a threaded converter draws any color ink imaginable! The MonteVerde® Mega™ Ink Ball™ offers the smoothest and most versatile liquid writing experience available today!

Mega™ is offered in two sizes; an oversized pen in rich black for those who live big, as well as a luxurious burgundy pen presented in a slightly smaller size that is perfect for everyone else.

Both Mega™ sizes are made of hand-turned Italian grade acrylic resins, and are presented in special luxury kits that include 3 extra front sections and a bottle of highest quality MonteVerde® ink. Mega™ Ink Ball™ gift boxes are crafted like fine furniture to complete a truly Mega experience.

- **What's copy? Copy is what you hear when an ad is on the radio or t.v. and is typically 15-30 seconds long. It's the words used to sell the product (a.k.a. commercial!).**
- Suggestion: Turn on the radio or t.v. *right now.* You're sure to hear an ad copy (if not, just wait until the commercial to hear the *copy*).
- Using the commercials you've listened to as examples, write your own copy for your product.
- Be sure to use at least one advertising technique (bandwagon, snob appeal, appeal to senses, etc.) in your copy.
- Don't forget to use strong words!
- Your completed ad copy should be a 5-8 sentence paragraph.

Part Three: Record Your Copy

- **Yes, that's right...record your copy.**
- There are a few ways to do this. If you have a microphone, here are two options:
 - Use the "Voice Board" by clicking on the "Communication" tool. You will select "New", give your recording a title, then hit the red button to record. Simply let your teacher know that you've submitted your recording to the Voice Board.
 - You can also use the sound recorder on your computer and save your completed recording.
- No microphone? Here are a couple other options:
 - Create a Voki! It's fun and easy. Visit www.voki.com. You'll create a character, type in your copy, and save. When you're finished, you can enter your teacher's email address to send them a link to your Voki. Just don't forget your name!
 - Call your teacher! Send your teacher a message to schedule a time to chat on the phone or in Elluminate so that you can read your copy to your teacher.





Almost done...

Once you have all three parts, then you will upload your work to the “Creating an Advertisement” assignment link. And remember, if you have questions, Ms. K & Ms. B are just a click away!