

Name _____

Date _____

Social Studies
Ancient China
Inventions

Ancient Chinese Inventions Advertising Project

To: Advertising Campaign Staff

From:

Reference: Ancient Chinese Inventions Advertising Project

Date:

Our largest account China International has threatened to take their business elsewhere if we do not present a spectacular advertising campaign for several of their latest inventions. It is your mission to develop a top-notch print advertisement designed to launch one of their latest projects.

Some things to think about when creating your advertisement...

- The advertisement must stress:

Features- What makes this product unique and/or special?

Advantages- Why should I buy this product? What can it do for me?

Benefits- How does it work? How will this make my life easier/better? Why is this product superior compared to the competition's product?

- In print you only have a few words/or one or two eye-catching graphics to convince your audience to buy the product.
- Use opinion and fact to appeal to your audience. Give complete information-tell what it does and how it is different from the competitor's product. Keep it simple and to the point. Tell your audience to buy now!
- You will want to:
 - Attract attention
 - Stimulate interest
 - Lure the reader to look and read your advertisement
 - Summarize the FAB (Features, Advantages, and Benefits)

1. Your audience is the ancient people of China. You must target your market. Ask, who is my audience? (Do you want to reach farmers, wealthy landowners, politicians, members of the military, royalty, educators?) You may want to appeal to all people. However, you must be very creative to attract mass appeal.
2. Think about one of the following hooks/reasons to buy when putting your ad together:
 - Claim that the product is the best, or better than the competition
 - Suggest that you will be happier if you use the product
 - Create a problem, then solve it.
 - Suggest that the product will give you the image and look you want.
 - Use a famous person endorsement.
 - Use the snob appeal-"Be a step ahead of the crowd with..."
 - Use the bandwagon appeal-"Everybody is trying..."
 - Patriotism- "All good Chinese/Han people..."
3. In writing your ad, remember to think about the things that are important to your audience and try to appeal to those values.
4. Decide on the main point of your ad. What message do you want to get across in your ad? State the message clearly in a single sentence. Make the message short, simple, and direct. In advertising less is more. Identify the product and state its benefits.
5. Use strong images that catch your audience's attention. Both words and pictures should be crisp, clear, and memorable. Also, make sure that the vocabulary and style match your audience's knowledge and experience. Remember that people love to laugh. Use humor if you can.

