

Creating Ads

Class 8 Vocational Education Chapter 6

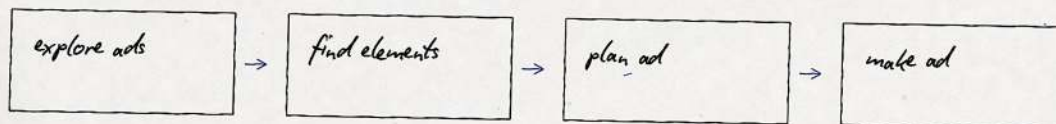
PROJECT MAP

Advertisements persuade people to take action for a product, service or social cause.

This project trains you to plan and make an advertisement for a small local business.

Remember:

- explore ads
- find elements
- plan ad
- make ad



Why Ads Matter

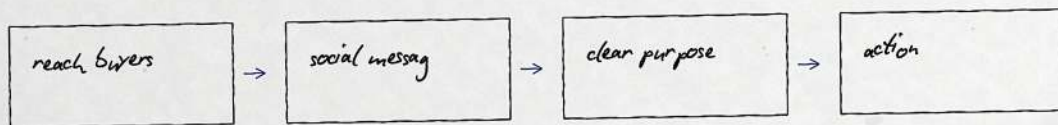
SELLER TO BUYER

Advertising helps sellers reach buyers. It can also carry public messages about health, cleanliness and services.

A good ad says what is offered, why it matters and what the audience should do next.

Remember:

- reach buyers
- social message
- clear purpose
- action



Commercial and Social

TWO BROAD TYPES

Commercial advertisements sell products or services.

Social advertisements persuade people to act for public good.

Both need a message, an audience and a simple reason to pay attention.

Remember:

- product
- service
- campaign
- public action

☐ product

☐ service

☐ campaign

☐ public action

Old and New Methods

FROM DHINDHORA TO DIGITAL

Traditional advertising used town criers, drums, hand-painted boards, fairs, street plays and word of mouth.

Modern advertising uses print, radio, television hoardings, flyers and social media platforms.

Remember:

- drum
- shop board
- flyer
- social media

print	flyer, newspaper
outdoor	poster, hoarding
audio	radio, jingle
digital	social media clip

Ad Categories

ACTIVITY 1

Classify advertisements by medium. The chapter asks you to record examples from daily life.

Common groups are print, social media, radio or television and outdoor advertising.

Remember:

- print
- social
- radio or TV
- outdoor

print	flyer, newspaper
outdoor	poster, hoarding
audio	radio, jingle
digital	social media clip

Influence on Choices

WHY THEY WORK

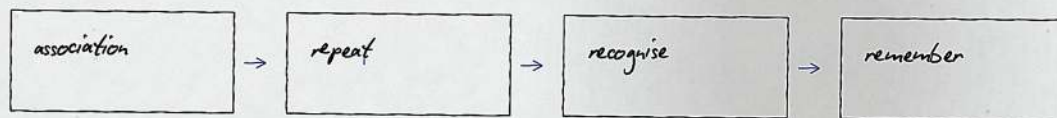
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Advertisements are designed to be attractive and pleasing so that people build associations.

A repeated phrase, logo, colour or tune can make a product easy to remember.

Remember:

- association
- repeat
- recognise
- remember



Logo and Tagline

BRANDING BASICS

A logo is a visual symbol for a brand or campaign. A tagline is a short memorable phrase.

Using the same logo and a similar tagline builds a unique identity called branding.

Remember:

- logo
- tagline
- identity
- branding



Visual Design

MAKE IT LEGIBLE

Visuals should be eye-catching, colourful and clear.

Text must be short and placed with care.

The background, font, contact detail, image and colour must help the message, not hide it.

Remember:

- ~~funny~~ legible text
- visible image
- contact
- clear colour



Mood and Story

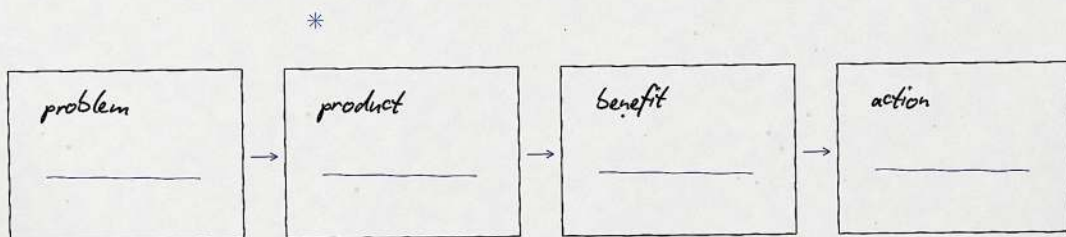
CONNECT TO EMOTION

Advertisements often use emotion because people remember what touches them.

The mood may be happy, adventurous, responsible, safe, proud or caring depending on the message.

Remember:

- story
- mood
- expression
- feeling



Audio and Jingle

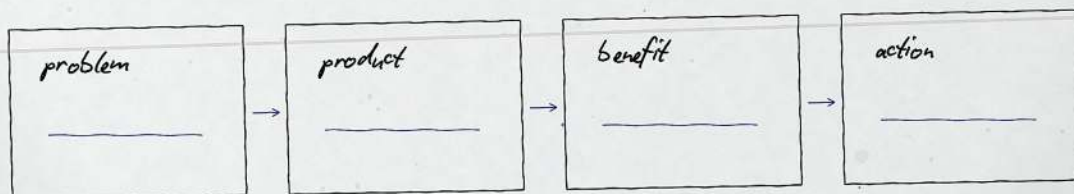
SHORT TIME

Radio, television and social media ads use music, jingles, dialogue and short duration.

Since time is short, the logo, words, sound and main message must be planned carefully.

Remember:

- music
- jingle
- dialogue
- duration



Call to Action

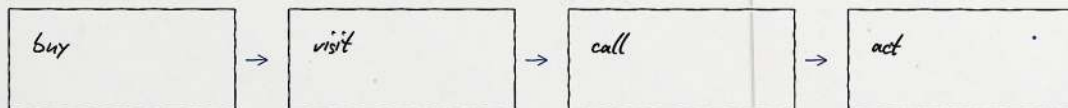
WHAT TO DO NEXT

Every advertisement asks the audience to do something.
This instruction is called the call to action.

It may ask people to buy, visit, call, vote, vaccinate,
save water or keep an area clean.

Remember:

- buy
- visit
- call
- act



Read One Ad

LABEL THE ELEMENTS

When studying an ad, mark the logo, tagline, slogan, visual, emotion and call to action.

This makes it easier to see how the message is built and whether it is convincing.

Remember:

- logo
- slogan
- emotion
- action

*



Meeting an Expert

ACTIVITY 3

Talk to a shopkeeper, signboard designer, marketing teacher or advertising worker.

Ask what makes an ad memorable, how they choose media and how they avoid false claims.

Remember:

- expert
- questions
- notes
- learning

☐ expert

☐ questions

☐ notes

☐ learning

Choose Business

LOCAL LINK

Pick a small local business such as a bakery, tailor, diya seller, bamboo crafts person or repair service.

Take permission, respect privacy and learn what the owner wants customers to know.

Remember:

- permission
- business *
- owner need
- audience *

☐ permission

☐ business

☐ owner need

☐ audience

Safety and Consent

WORK ETHICALLY

Inform an adult before visiting a business. Meet in public, well-lit places and behave respectfully.

Ask before taking photographs, recording video or using any owner's words in your advertisement.

Remember:

- adult help
- public place
- consent
- respect

☐ adult help

☐ public place

☐ consent

☐ respect

Ethical Advertising

NO FALSE CLAIMS

Ethical advertising is truthful, fair and socially responsible. Never copy online content without credit.

Avoid fake claims, stereotypes, offensive ideas and unsafe sharing of personal information.

Remember:

- truth
- copyright
- no ~~fake~~ false claim
- sensitivity

- ☐ truth
- ☐ copyright
- ☐ no fake claim
- ☐ sensitivity

Selling Point

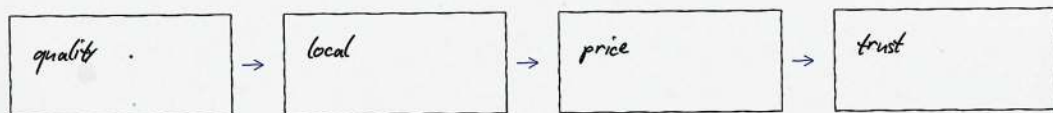
USP IDEA

A key selling point is the reason people should prefer the product or service.

It may be freshness, local skill, low waste, hand-made quality, quick delivery or trusted service.

Remember:

- quality
- local
- price
- trust



Audience First

WHO ARE YOU TALKING TO

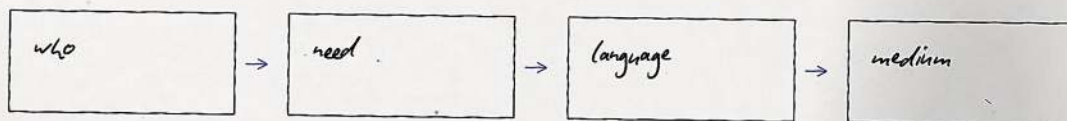
Write the advertisement for a clear audience. A school student, parent, festival shopper and office worker need different words.

Audience choice affects the language, picture, medium, time and call to action.

*

Remember:

- who
- need
- language
- medium



Plan the Message

SHORT COPY

Good ad copy is short. It explains product, benefit, proof and action without crowding the poster.

Use simple words, active verbs and one main promise that the business can actually keep.

*

Remember:

- product
- benefit
- proof
- clear ~~ending~~ action



Select Media

WHERE TO PLACE IT

Choose the medium that matches the audience. A local poster works near the shop, while a short video can travel online.

Budget, time, skills, internet access and permission decide which medium is practical.

Remember:

- poster
- flyer
- audio
- video

print	flyer, newspaper
outdoor	poster, hoarding
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Make the Poster

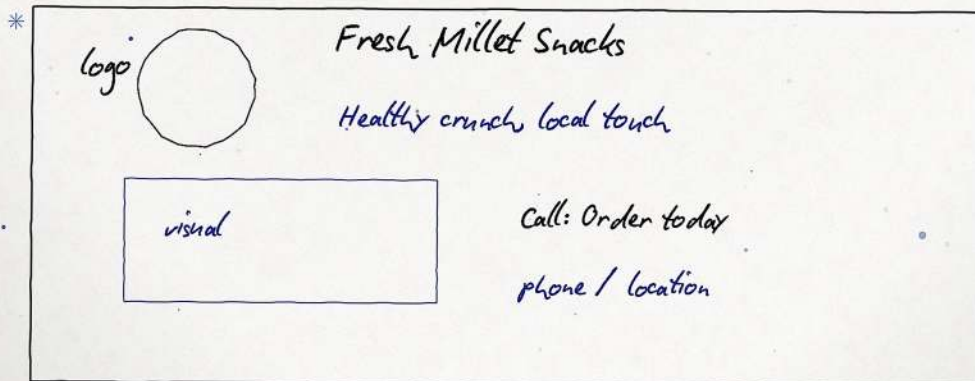
DESIGN FLOW

First draw a rough layout. Then place logo, headline, picture, benefit, price or offer and contact detail.

Keep empty space around important parts so the viewer can read it quickly.

Remember:

- rough layout
- headline
- visual
- contact



Make Audio Video

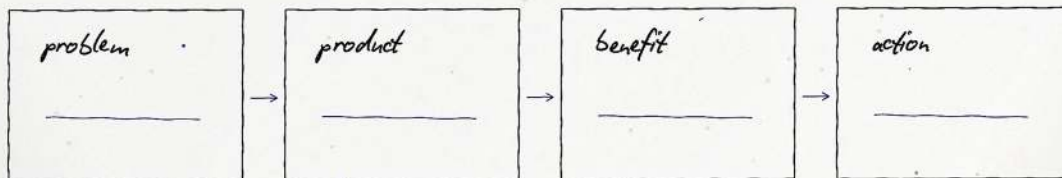
STORYBOARD

For a short clip, plan scenes before recording. A storyboard helps decide who says what and where the logo appears.
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Use clear sound, short dialogue and a final call to action before the ad ends.

Remember:

- opening
- benefit
- proof
- action



Review and Feedback

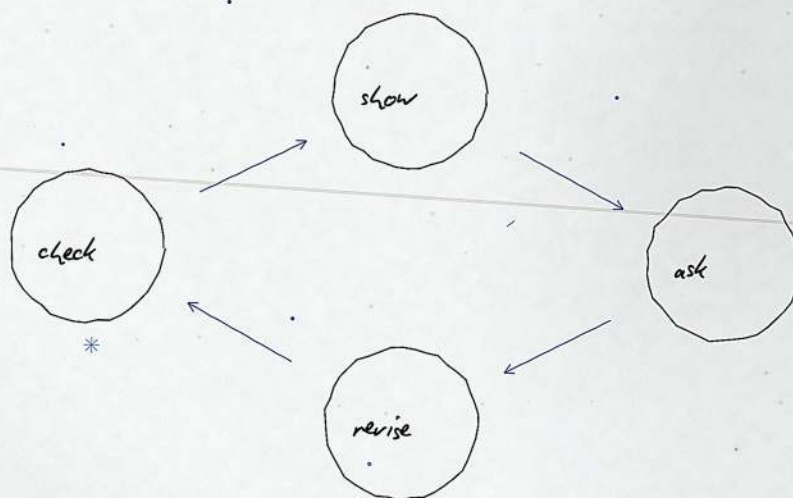
IMPROVE THE AD

Show the draft to classmates, teacher and the business owner. Ask what they remember after seeing it once.

Improve confusing text, weak visuals, missing contact details and any claim that sounds too big.

Remember:

- show
- ask
- ~~publish~~ revise
- check



Final Display

PRESENT YOUR WORK

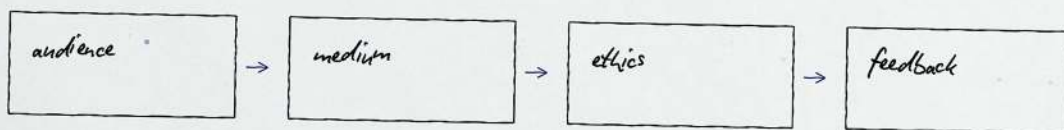
Present the final advertisement with a short note explaining audience, medium, message and ethical choices.

Mention what feedback changed and how the advertisement helps the selected business or cause.

*

Remember:

- audience
- medium
- ethics
- feedback



Fast Revision

ONE PAGE RECALL

Remember the chapter as: audience, message, logo, tagline, visual, emotion, media, ethics, feedback and action.

A good advertisement is truthful, attractive, easy to remember and clear about the next step.

Remember:

- audience
- message
- media
- action

