



# BIG IDEA COMPETITION 2017

## How to Develop Your Marketing Piece

The required element of the Marketing Design is a full-page advertisement. The ad should be laid out on an 8.5 x 11 inch page in any computer program you are comfortable using. When naming your ad, make sure it includes the business name. For example: **Prairie Hill Lawn Care Ad.jpg**

Advertisements are intended to attract people's attention, engage them about your brand and product, and then invite them to do something. An ad must have a call to action, whether it be to visit a store, call, email, or check out a website. You should include the following items. Please refer to sample ad.

1. **Headline** A headline is typically what grabs attention. It speaks to your target audience and engages them with your message and picture. Never use your logo or business name as the main headline.
2. **Picture** The headline should relate in some way to a dominant picture, graphic, or illustration. This too will help attract attention to your ad. Your headline and picture should work together to capture attention.
3. **Subheadline** A subheadline adds a little more information to better connect with your target audience.
4. **Text** You should have a bit of text or bullet points that outline the unique selling point of your product. After your picture and headline has drawn a reader in, the text will help make the sale to those who are very interested, but don't write too much. Keep it simple and short.
5. **Slogan** A slogan is nice to help differentiate your product from others.
6. **Logo** Your logo/company name should be used like a "sign off", usually at the bottom of ads, but it can go other places. They are usually used in conjunction with slogan, again to help define your unique product. Think simple, think legible printing, and think of appropriate colors. Never use your logo as a headline; you will lose points for this.
7. **Contact Information** If a potential customer can't contact you, you will miss out on sales. Include a phone number, a website, an email address, and/or a physical address. Make it easy for someone to reach you.
8. **Call to Action** Tell the viewer to do something after you have them interested about your product/service. They can call, stop into the store, make an appointment, or visit a website.
9. **Be Creative** Keep things simple, but experiment with different layout options, multiple photos, graphics, and text.
10. **Be Clear** Make sure people fully understand your product or service. Your ad should not leave any questions as to what you are selling and who may want it.

### How To Save Your Files:

#### **Microsoft Word 2007 and later: Make a PDF**

Click the Office button or the File Menu and choose Save as PDF or XPS  
Save as type: PDF

#### **Microsoft Publisher 2007 and later: Make a PDF**

Go to the File menu or click the Office button and choose Publish as PDF or XPS  
Save as type: PDF

#### **Microsoft Word 2003: Make a JPG**

Select all (Ctrl+A)  
Copy (Ctrl+C)  
Open Microsoft Paint  
Paste (Ctrl+V)  
Go to the File menu and choose Save as...  
Save as type: JPEG

#### **Microsoft Publisher 2003: Make a JPG**

Go to the File menu and choose Save as...  
Save as type: JPEG

*Note: PDF and JPG Files created in other programs are also acceptable.*

Resources/Links

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<http://www.entrepreneur.com/article/71902>

The following example is for a real company that was presenting their business idea at a competition. Note that the sales sheet includes a headline about reputation and depicts a negative situation of a messy job site. Feel free to look at magazines to see more examples of ads and how the headline works with the image.

Full Page Ad Example:

Sample of Ad or Sale Sheet



**Protect Your Jobsite & Your Reputation**

**NEW**  
Patent Pending

Net Weight  
32 +/- Pounds

Containment Capacity  
1.5 +/- Cubic Feet

Dimensions  
34 1/2 x 16 1/2 x 7 1/2 Inches

Other methods of erosion and sediment abatement aren't effective and are difficult to clean out. The D.I.P. Basket provides the most reliable results.

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**MSI**  
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888-498-7333 (toll free)  
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www.millbornseeds.com

Produced By  
Skyview Construction Co., LLC  
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Introducing, the Drop Inlet Protection Basket

- **Reliable** – sediment control solution for most 2'x3' road drains.
- **Economical** – welded angle iron and steel mesh for years of use.
- **Common size** – basket fits into road drain frame and will sit beneath the grate.
- **Easy to use** – uses high flow silt fence zip tied to basket for filter.
- **Reduces overflow** – 2"x4" lumber fits in channel iron guides to deflect run off.
- **Easy to maintain** – sediment can be removed with a flat bottom shovel, by removing the filter, or dumping the basket.

To Order, Call Toll Free  
**1-888-498-7333**

**D.I.P.**  
**BASKET**

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