

## BIG Idea Marketing Design Guidelines

### 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 (standard page size) in any computer program you are comfortable using. You can use any word processing or graphics program you have access to (such as Microsoft Word, Microsoft Publisher, Canva-details below). The file must be able to be saved as either a **PDF or JPG file type** and should not exceed **2 MB** in size. 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. Please refer to sample ad and past submissions for examples.

### Include the following items in your project:

1. **Headline:** A headline is typically what grabs attention. It speaks to your target audience and engages them with your message and picture. It's best when it helps describe or reference the main 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. **Typically, your logo is not the main image.**
3. **Subheadline:** A subheadline adds a little more information to better connect with your target audience. This is a good place for a quick benefit statement.
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. Help a person out who might want to make a purchase by including price points.
5. **Slogan:** A slogan is nice reminder 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.
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### Resources/Links

How to Develop Your Marketing Design Pieces: <http://www.entrepreneur.com/article/71902>

## **Did you know Canva offers safe and free accounts for education?**

Canva is a great tool that students can use to create their Marketing Design. Canva for Education is available **100% free** to primary and secondary (K-12) educators and institutions. To get access for students, teachers will first need to create an account and get verified by Canva. Read more about Canva for Education [here](#).

### How to sign up for teachers:

If you sign up to Canva using an education domain on our allow list, you'll instantly be upgraded to Canva for Education.

1. Open the [Canva for Education sign up page](#).
2. Use your school's, Department of Education's, or Google-certified email domain if you have one. You can also sign up through Clever, Microsoft, or Google.
3. Follow the sign up prompts.
4. After signing up, select that you are a **Teacher**.
5. Click **Get verified now**.
6. Fill in your details, and attach proof of teaching certification and employment.
7. Canva will email you your application result **within 48 hours**.

### How to invite students:

After your Canva for Education application is approved, you can invite students to your class from the **People** tab on your Canva class page.

- Canva for Education is safe for children of all ages as it's **COPPA** and **FERPA** compliant. Students can create easily and safely. More details [here](#).
- Learn more about [inviting students and teachers](#) to your class.

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. The following pages are Marketing Designs submitted in past BIG Idea Competitions. Feel free to look at magazines to see more examples of ads and how the headline works with the image.

Full Page Ad Example:

1. Headline

2. Picture

Sample of Ad or Sale Sheet

**NEW Patent Pending**

# Protect Your Jobsite & Your Reputation

Net Weight  
32 +/- Pounds  
Containment Capacity  
1.5 +/- Cubic Feet  
Dimensions  
34 1/2 x 16 1/4 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.

Distributed By  
**MSI**  
MILLBORN SEEDS, INC.  
1335 Western Avenue, Brookings, SD 57006  
605-697-6306  
888.498.7333 (toll free)  
888.471.1706 (fax)  
www.millbornseeds.com

Produced By  
Skyview Construction Co., LLC  
44662 144th Street, Waubay, SD 57273  
605.947.4511 (phone/fax)  
605.520.0555 (cell)  
www.skyviewconst.com

### 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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2. Picture

3. Subheadline

4. Text

6. Logo

7. Contact Info

8. Call to Action

9. Be Creative

10. Be Clear

**Make Sure to Save your File as a PDF or JPG not to exceed 2 MB**

To do this click **File, Save as**, then change the **Save as type** to either PDF or JPG.

1. Headline → **GET YOUR FIELD WORK DONE FASTER**

3. Subheadline → **WE DO CUSTOM FARM WORK FOR A SMALL COST.**

2. Picture →

2. Picture →

4. Text → **OTHER FARM CONTRACTS COST TOO MUCH. WE DO THE JOB, WHILE YOU DO YOUR OTHER FARM NEEDS.**

6. Logo → **LEEPER FARM'S CUSTOM WORK**

4. Text → **IN TODAY'S WORLD PEOPLE ARE SELLING LAND AND GETTING OUT OF FARMING, BUT OUR SERVICE WILL FIX THAT. WE CAN COME OUT TO YOUR FARM AND DO ANY FARM WORK YOU NEED DONE. JUST \$50-\$200 DOLLARS TO AN ACRES AND YOU WILL HAVE A FIELD DONE. WE DO PLANTING, BALING, HARVESTING AND MORE.**

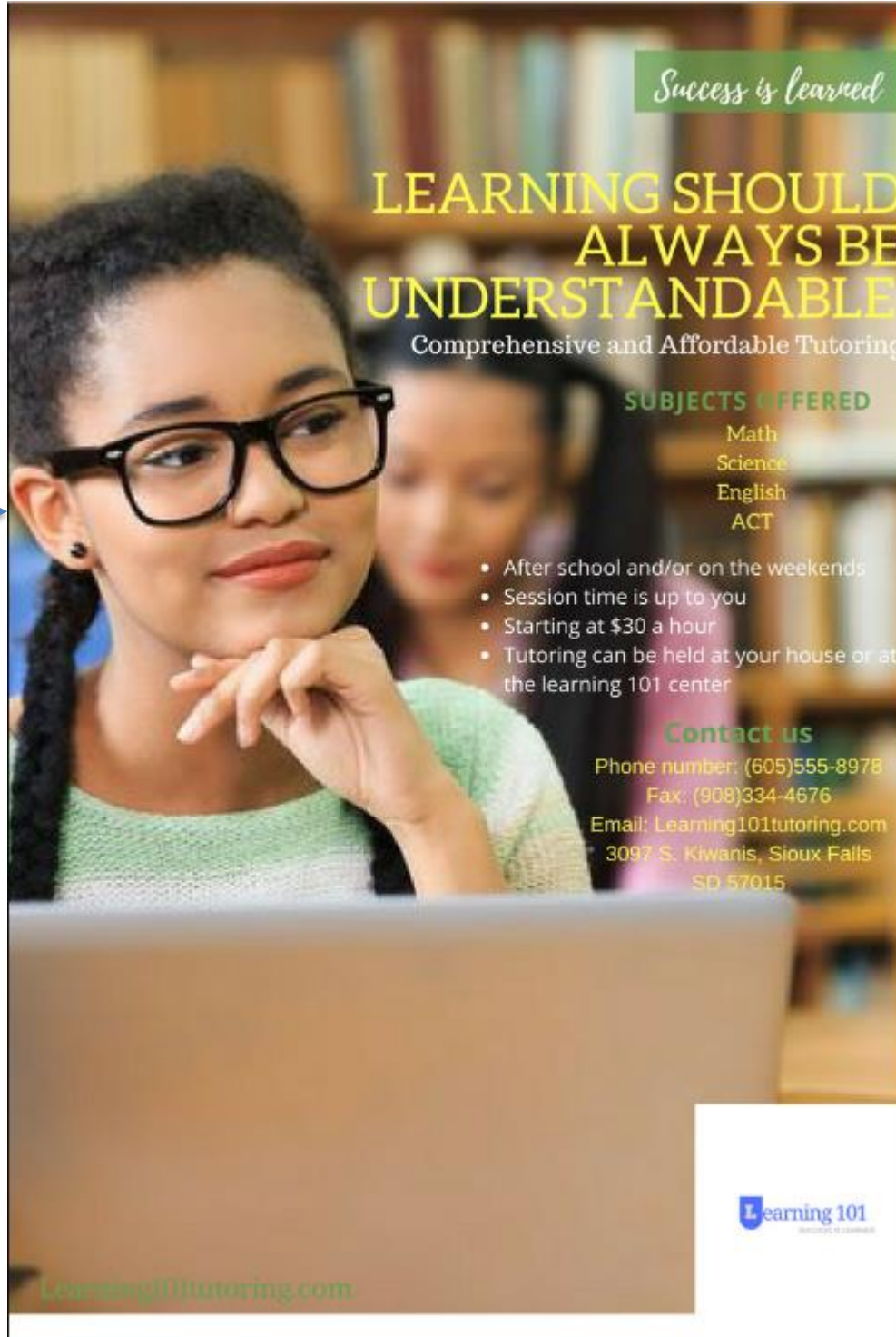
8. Call to Action → **For more information**

7. Contact Info → **Call us at : 605-666-6606**

8. Call to Action → **\$50-\$200 to an acre!**

9. Be Creative  
10. Be Clear

**Make Sure to Save your File as a PDF or JPG not to exceed 2 MB**  
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5. Slogan

1. Headline

3. Subheadline

4. Text

7. Contact Info

8. Call to Action

6. Logo

2. Picture

9. Be Creative  
10. Be Clear

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1. **Headline** → 

# Need Party Planning?

3. **Subheadline** → 

## Contact us today for an unforgettable party experience !

4. **Text** → 

• Packages:  
Package 1: setup of party with supply of cake . \$ 50.00  
Package 2: setup and supply of cake , plus one character of your choose for 30 mins. \$ 80.00  
Package 3: Setup and supply of cake, plus 2 characters for 1 hour. \$ 100.00  
(Call for more info on our other packages. We will work with every family's needs)

7. **Contact Info** → 

• How to contact us:  
Phone: 1-(605)-380-0208  
Email: PartyBlinginfo@hotmail.com  
Website: www.partybling.com  
App: Party Bling

9. **Be Creative**  
10. **Be Clear**

5. **Slogan** → 

The first fifty people to schedule a party get 50% off their first party! So come on

Party Bling, we make party planning easy.



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