



BIG IDEA COMPETITION 2020

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 or Microsoft Publisher). The file must be able to be saved as either a **PDF or JPG file type**. 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.

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.

Resources/Links

How to Develop Your Marketing Design Pieces



<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:

1. Headline →

→ **2. Picture**

← **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 one of the following: PDF or JPG

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 →

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

6. Logo → **LEEPER FARMS 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.**

2. Picture →

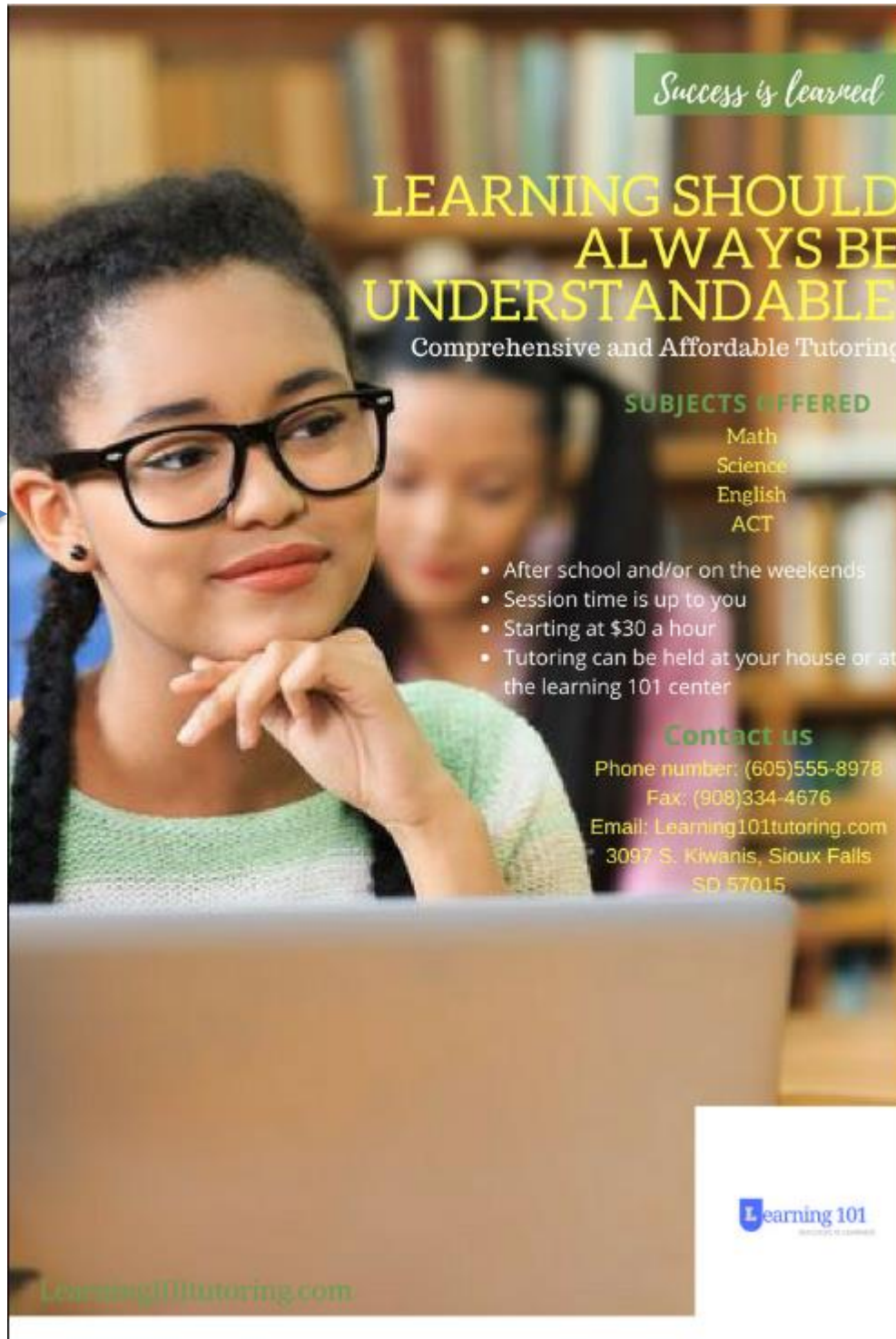
8. Call to Action → **For more information Call us at : 605-666-6606**

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

9. Be Creative
10. Be Clear

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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

Make Sure to Save your File as one of the following: PDF or JPG
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1. Headline → **Need Party Planning?**

3. Subheadline → Contact us today for an unforgettable party experience !

8. Call to Action ←

2. Picture ← 

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)

2. Picture ← 

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

8. Call to Action ← 

9. Be Creative

10. Be Clear

8. Call to Action ← The first fifty people to schedule a party get 50% off their first party! So come on

6. Logo ← 

5. Slogan → Party Bling, we make party planning easy.

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1. Headline, don't use your business name as the headline.

2. Picture

4. Text

4. Text

5. Sub Head

6. Logo should go at the bottom.

2. Picture

9. Be Creative

10. Be Clear

8. Call to Action

7. Contact Info

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