

# Advertising

by Sophia



## WHAT'S COVERED

This lesson will discuss how design influences advertising. Specifically, this lesson will cover:

## 1. Advertising and Design

**Advertising** is a communication art form designed to sell a product or service.

Advertising and design go hand-in-hand because advertising utilizes visual design in a variety of mediums in the industry, such as print, television, and the web.



### TERM TO KNOW

#### Advertising

A communication art form designed to sell a product or service.

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## 2. Ad Campaign

A common strategy of advertising is an **ad campaign**, which is a thematic series of ads.

➞ **EXAMPLE** Each Pepsi ad, whether in print, on television, or on the web, involves the Pepsi logo playing some type of role.

The ad campaign is also used to strengthen the brand of the entity by providing a streamlined message across all platforms of the marketing communication.

This is known as integrated marketing communications, or IMC. Not all advertising or ad campaigns will directly convey a product. Although the goal of an advertisement is typically to sell a product or service, the same goal can be achieved by selling an idea.



### TERM TO KNOW

#### Ad Campaign

A thematic series of ads.

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## 3. Target Audience

Companies will strategically select a **target audience**, or the intended viewership of an advertisement. They will then create strategies to advertise based on the **demographic**, or specific characteristics of the population they are targeting.

A way of doing this is with a **unique selling proposition**, which is a marketing concept that refers to a product as unique among its competition.

➔ **EXAMPLE** Toms advertises itself by choosing to promote its ideals over its shoes. For those of you that may not be familiar with Toms, it is a shoe company that gives a pair of shoes to children in need around the world for every pair purchased.



#### TERMS TO KNOW

##### **Target Audience**

The intended viewership for an advertisement.

##### **Demographics**

The given characteristics of a population.

##### **Unique Selling Proposition**

A marketing concept that refers to a product as unique among its competition.

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## 4. Copywriting

**Copywriting**, not to be confused with copyright, is the act of writing content in an advertisement.

Copywriters are used to create tag lines, jingle lyrics for TV and radio commercials, web page content, and much more.



#### TERM TO KNOW

##### **Copywriting**

The act of writing content in an advertisement.



#### SUMMARY

In this lesson, you learned about the connection between **advertising and design**. You also learned about the process of creating an **ad campaign** that could be delivered to a **target audience**. Finally, you learned about the role of **copywriting** in advertising.

Keep up the learning and have a great day!

Source: THIS WORK IS ADAPTED FROM SOPHIA AUTHOR MARIO E. HERNANDEZ



#### TERMS TO KNOW

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A communication art form designed to sell a product or service.

**Copywriting**

The act of writing content in an advertisement.

**Demographics**

The given characteristics of a population.

**Target Audience**

The intended viewership for an advertisement.

**Unique Selling Proposition**

A marketing concept that refers to a product as unique among its competition.