

HANDOUT 3.1 ADVERTISING HEALTH POSTER

ADVERTISING HEALTH POSTER

- 1 As a group, pick one of the services you researched to create an advertisement for. Your advertisement will inform your fellow students about the group and its services.
- 2 Choose one of the following formats for your advertisement:
 - Poster
 - Tri-fold pamphlet
 - TV commercial (30 seconds)
 - Instagram or Facebook ad
 - Vehicle wrap.
- 3 Pick one or two of the following advertising techniques to use in your ad:
 - Bandwagon: everyone is doing it/buying it/using it.
 - Testimonial: a famous person claims to use the service or recommends it.
 - Association: a product is associated with certain people, activities, or places. The message implies an association with wealth, attractiveness, enjoyment, adventure, etc. to evoke an emotional response in the target audience.
 - Weasel: a promise implied by using words like 'fights', 'helps', 'usually', 'chances are' and 'virtually'.
 - Promotions: encouraging use by using coupons, games with prizes, or gifts with purchase.
 - Avant Garde: the suggestion that using this service makes the consumer a leader or ahead of the times.
 - Compliments: the ad compliments the customer, e.g. cosmetic ads that say, "Because you're worth it!"
 - Plain folk: appeals to the desire to fit in, by showing that regular people use the service.
 - Facts and statistics: using numbers, real examples and statistics to make claims about the service e.g. "Four of out five dentists agree".
- 4 Include all of the following elements in your advertisement:
 - Name and location of the group/service
 - Services/advice offered—focus on one or two
 - Appropriate and appealing visuals.