

Creating Your Own Advertisement: Analyzing Examples

In this activity, you will be creating an advertisement for a historical product. First you must understand how advertisements work by analyzing some samples. Remember that every advertisement is created to sell a product, and they often use many different techniques to convince careful spenders. Pick any 3 different examples from the images provided and follow the instructions carefully to analysis each advertisement or image.

Advertisement 1: _____

1) What words are written on it? Copy the most important ones here: _____

2) What images are drawn on it? Describe them here: _____

Using the information from steps 1) and 2) fill in the following blanks:

Company name: _____ Target Audience: _____

Argument for purchasing: _____

Advertisement 2: _____

1) What words are written on it? Copy the most important ones here: _____

2) What images are drawn on it? Describe them here: _____

Using the information from steps 1) and 2) fill in the following blanks:

Company name: _____ Target Audience: _____

Argument for purchasing: _____

Advertisement 3: _____

1) What words are written on it? Copy the most important ones here: _____

2) What images are drawn on it? Describe them here: _____

Using the information from steps 1) and 2) fill in the following blanks:

Company name: _____ Target Audience: _____

Argument for purchasing: _____

Creating Your Own Advertisement: Planning your Advertisement

Now that you have become an expert at analyzing advertisements, it is time to create your own. With a partner or individually, read through the following list of inventions created from between 1910 and 1920. Choose one, and on a blank sheet of paper design and draw an advertisement with the following rules:

- 1) The advertisement must have both image and text
- 2) The advertisement must be trying to sell a particular brand or version of a product: feel free to be creative with your ideas, but remain in the time of World War 1
- 3) If you have an additional idea, ask if it is appropriate

Inventions of the 1910s:

Electric elements for heating, Pyrex glass, radio tuners, movie projectors, neon lights, modern zippers, Band-aids, arc welders, pop up toasters, vacuum cleaners, washing machines, cheaper vehicles, escalators, teabags, cellophane, instant coffee, disposable razor blades

As you design your advertisement, answer the following questions on a separate piece of paper:

- What is your product called? What is your company called?
- Who is most likely to want to buy your product?
- What arguments or techniques can you use to convince readers?