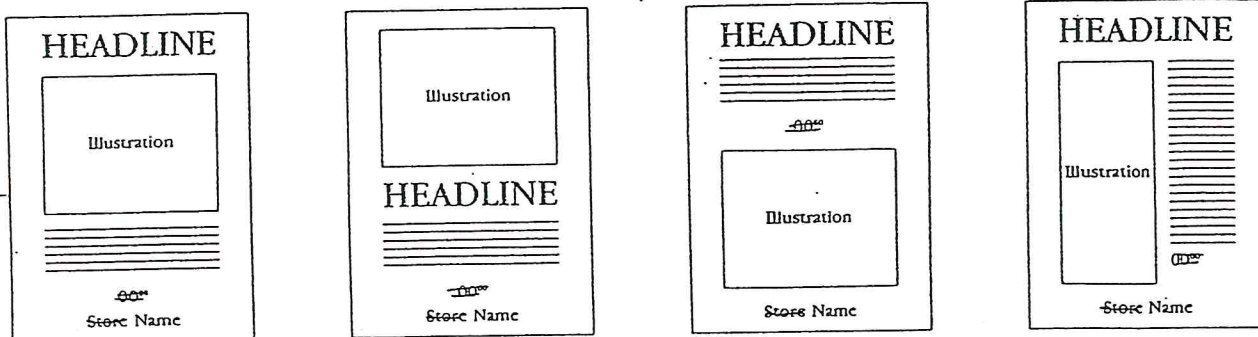


## PERSUASIVE AD

Objective: Prepare an advertisement to market a fruit or vegetable

- 1) Choose & Research your fruit vegetable
- 2) Identify 10 benefits and/or interesting facts
- 3) Create a one-item newspaper advertising layout for your fruit/veggie using a piece of paper.
- 4) Your advertising layout must contain 4 major elements: a headline (slogan), an illustration, the copy (information) and signature (name of company/product).
- 5) Lay out your ad using one of the following *standard layouts*. Your advertising layout can be prepared using drawing, illustration, or artwork produced by yourself, magazines, or the computer.

### Standard Layouts:



Rating Scale: 0 – omitted

1 - needs significant improvement

2 – needs minor improvement

3 – good

4 – excellent

5 – exceptional

### Rubric:

#### General Format-

-Ad is well organized and easy to follow?

Ad has a clean and uncluttered look? White space is appropriate?

\_\_\_\_/5

#### Headline-

-Headline/Slogan attracts attention?

--In less than 7 words

\_\_\_\_/5

#### Illustration-

-Illustration demonstrates a benefit or shows that product is a healthy option

\_\_\_\_/5

#### Copy-

-Identified 10 benefits/interesting facts

-Grammar and spelling are correct

\_\_\_\_/5

#### Visually-

-Creativity

-Persuasive to sell product

\_\_\_\_/5

#### Signature-

-Signature complete – Name-Address-Company-etc.

\_\_\_\_/5

Total \_\_\_\_/30