

Adbusters - Spoof Ads

STEP 1

Create an open office document and answer the following questions prior to starting your photoshop design. Thinking /20

Question 1: What is your communication objective?

The communication objective is the essence of your message. If you want to tell people not to eat broccoli because it's cruel, then that's your communication objective. A word of caution: this may be the most important of all the steps, yet is one that beginners tend to neglect the most. A precise and well-defined objective is crucial to a good ad. If your objective isn't right on, everything else will be off as well.

Question 2: Who specifically is your target audience?

Who is your message intended for? If you're speaking to kids, then your language and arguments will have to be understandable to kids. On the other hand, if you're speaking to high income earning adults, then your language and images will have to be more sophisticated. Define your target audience and tailor your message accordingly.

Question 3: What is your format? Explain your choice.

Is it going to be a poster in a school hallway (11X16 inches), a magazine ad (8.5X11 inches), the back of a cereal box (8.5X11 inches), or a small half page newspaper ad (5X7 inches)? Make this decision based on your target audience. If you are targeting teens, a poster on a high school wall may reach more of your target audience than a full page ad in a newspaper. If you are targeting pre-teens, a cereal box may be a better way to go.

Question 4: The Headline.

Create a headline geared to catch the attention of your target audience. Headlines should be short and snappy. Your headline should affect the reader emotionally, either by making them laugh, making them angry, or making them curious to get them thinking.

Question 5: The Copy.

Here's where you make the case. If you have compelling arguments, make them. If you have persuasive facts, state them. Don't overwhelm the reader, two strong arguments will make a better impression than a dozen weaker ones. Be clear, concise, and honest. Position your copy underneath the headline. Only 5% of people will read your copy, whereas 30% will read your headline. By positioning your copy near your headline, you create visual continuity drawing the reader towards your copy information.

STEP 2

Create a new Adbusters sub folder in your final photoshop folder. Be sure to read and complete each of the following steps.

Create your visual –

A good visual is imperative to a good ad campaign. Research indicates that 70% of people will only look at the visual in an ad, whereas only 30% will read the headline. So if you have a good visual, then you're already talking to twice as many people as you might otherwise think. Another suggestion is to use photographs instead of illustrations where possible. People tend to relate to realistic photos more easily than unrealistic ones. But whether you choose a photo or an illustration, the most important

criteria is that the image be the most interesting one possible and at least half your ad space. Find at least 5 high quality images that reflect your campaign and save each in your adbusters folder as:

lastname_visual 1-5.jpg

Using some of the five above images, (as well as others you may find) create an adbusters ad in photoshop. When you are finished at the end of the week save the completed image in your adbusters folder as: **firstlastname_finalvisual.psd**

STEP 3

Proofread.-

The single most common mistake is visual clutter. Less is always better than more. So if you're not certain whether something is worth including, then leave it out. If your ad is chaotic, people will simply turn the page and your message will go unheard. The second most common mistake is that your ad is unclear or not easily understood. The best way to do this is to do some rough sketches of your visual with the headline and ask people to look at it and give you their opinions. If people are unclear about your message, then it's probably because your message is unclear. Don't argue with them or assume they are wrong, ask them for advice.

Proofread your ad then ask others to proofread it as well. Spelling errors diminish your credibility and have an uncanny habit of creeping into ads when you least expect it.

STEP 4 –

Saving Procedures.

Save your final image in your **Final Photoshop/adbusters folder as:lastname_finalvisual.psd. Then save this image as a .jpg and upload it to the you wikispace after you are done, burn your entire D:drive onto your DVD-RW**