

Part 6

Create the Grand Opening Advertisement



TASK AND PURPOSE:

To create and design a print advertisement for Frillo's Pizza to announce its grand opening to the public. The advertisement will be run in several local newspapers one week before the grand opening.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

Advertisements are the backbone of every business. In this case, Mr. Frillo will be attempting to spread the word about his grand opening of Frillo's Pizza. In order to get the attention of readers, you'll need to create an eye-catching advertisement that captures attention by combining a compelling headline with graphic images.

STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR ADVERTISEMENT:

1. To create a professional looking advertisement, use only one or two typefaces (fonts) in the advertisement.
2. Use starbursts or corner slashes to communicate important information. Starbursts and corner slashes are usually placed in the top left or right side of advertisements.
3. Use lines and/or borders to separate important information and to make the advertisement easier to read.
4. The headline is the most important part of any advertisement. Headlines are usually the largest element in an ad and usually do not contain more than four to six words.
5. Choose graphics that help communicate the overall message being conveyed. Do not overcrowd the advertisement or it will lose its appeal.
6. Use the document planning sheet to sketch a thumbnail design of your advertisement on paper first.

CONTENT AND INFORMATION TO INCLUDE IN YOUR ADVERTISEMENT:

1. Create an eye-catching headline that captures the attention of prospective readers.
Example: *Grand Opening of Frillo's Pizza!*
2. Decide on a grand opening date and include it in the top area of the advertisement where it can be easily seen.

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3. Enclose the bullet list shown below with a rectangular or square border and include the headline "You'll Love Frillo's Pizza..." just above the list.

- A fun family-style restaurant
- High-quality food, home cooked by the owner, Joe Frillo
- Experience the best, hot oven-fresh pizza in town
- Come in and try Frillo's special secret sauce
- Takeout orders available

4. Include the Frillo's Pizza hours of operation which are:

Mon - Thurs 11 am - 9 pm
Fri, Sat, & Sun 11 am - 10 pm

5. Create a cut-out style coupon that includes the following on it:

- A headline that reads "Free Appetizer"
- List all or some of the appetizers available on the coupon (see the Frillo's menu from part 5)
- In the print, include text that reads "Offer expires on _____ (one month after the grand opening date you decided on).
Limit: one appetizer per party."

6. Include the Frillo's Pizza logo on the advertisement.

7. Include the following contact information:

Address: 111 Pepperoni Drive, Saucy, CA 92888
Phone Number: 1-888-FRILLO
Web site: <http://www.frillospizza.com>

8. Choose one or two graphic images that help illustrate and enhance the look of the content in the advertisement.

9. Add any additional information you feel will be helpful in getting customers to react to the advertisement.

10. Place your name, the document title, and "Part 6" on the advertisement.

Save the document as: Part 6 Advertisement

Optional Design-Defense Memo:

Type a letter of memorandum addressed to Joe Frillo explaining your design, placement, font selections, layout scheme, and choice of graphic image(s). Attach this memo to your final document.