

## English Pitch - Print media advert.

Larm's biscuit bites will be perfect for your company as several researched techniques have been incorporated into the advertisements to boost sales. In order to design an effective advertisement of any kind, several marketing techniques are used to engage an audience. In print media specifically, it is important to engage an audience quickly, as print is a form of advertisement that is easy to miss. People will wait and watch a video advertisement but as you're walking down the street, there are so many print ads, they all blur into one and people tend to forget about them. I have worked in hopes to create an advertisement that will stand out. Visual techniques and design play a primary role, as these are two features can engage an audience at first glance. The aim is to have your audience thinking "I want to know more about this product" and some of the design components I have used to achieve this goal among our target audience of dog owners are:

**Colour** - Colour is one of the first things that an audience will notice, and while it is good to utilise bright colours to catch the attention of the audience, they must also have meaning. The colour scheme of LARM is bright orange and light blue, which are the two contrasting colours used in my ad. Blue is associated with trustworthiness, health and security, all characteristics potential buyers will look for when purchasing a product. Orange represents enthusiasm, determination and most importantly success. The pairing of these positive features, will increase popularity and in turn increase sales.

**Layout** - layout is an extremely important part of designing an ad. Although it may seem like components are just scattered in random places, there is always a good reason for what goes where. In my ad the salient image is the bag of biscuit bites, this was achieved by two things: its size and the use of vector lines. The vector lines are found in the gaze of the dog and the large orange arc on the side of the page, curving in on both sides, making the product the central focus.

**Text** - Text is also key in achieving an effective ad. Size, font, placing and the message itself all play an important role in engaging an audience. The size of my text differs as certain things are more relevant than others. For instance, the name of the product is much larger than the website name, not because it is more important but is of more relevance. The fonts are mostly consistent, to match with the quality of the product. The text itself only includes messages that would create a positive view of the product and company. Statistics, health benefits and seals approval from big name companies such as RSPCA all trigger a physiological reaction in the viewer's mind, persuading to think that "this product must be good!" The use of '99% of customers recommend' is useful because it allows the viewer to understand that not only big companies would recommend but also a vast majority of customers just like them, which creates the idea that a real life base of people buy the product, achieving a sense of relatability with the dog owner.

In summary, the print media ad for LARM's new biscuit bites was designed to achieve audience engagement and increase in sales through a range of different elements of design. The advertisement campaign will be effective for your company as it is bright, eye catching and informative. Thank you for listening, I would now like to welcome x to present their advertisement.