



A Professional's Guide on How to Create an Ad

This can be great fun because you get to dream. It's not quite daydreaming because you have to dream about a certain subject. But by being creative you can think up whatever you like - it just has to do what the brief needs the ad to do.

Research

With so many ads being made all the time it's quite likely that someone else has advertised a product just like the one you are about to. Go online or look through magazines and newspapers to try and find what other ideas people have come up with. You don't want to copy them but they can give you a clearer idea of how to approach the subject.

Where do ideas come from?

They can come from anywhere and as soon as you read the brief you might have an idea. Great! Write it down. Occasionally the first idea can be the best but quite often the first idea is so obvious that it doesn't lead to an ad that's memorable, so it's worth keeping on trying to find other ideas.

Some tricks to help ideas flow:

Creative teams

Take the message from the brief and describe it to someone but using different words. As you describe it you might find that the words you choose make the message come across more clearly or with more impact. Write down any phrases that you use. Working with a partner as a creative team you can then adapt the story as you tell it to each other, gradually improving it.

Using Similes (pronounced; Sim -ee - lee)

A simile is when you describe something, as 'like' something else - it's a comparison. For example 'As tall as a giant'.

Try and think of an example that helps the story by using a simile - what is the message in the brief similar to?

Using Metaphors (pronounced; met-a -for)

A metaphor is where instead of describing the message you think of something that has the same characteristics. For example if the message was that you had to say something was fast - such as a car - then you might think of having a fast animal in your advertisement - like a Cheetah.

The Protégé butterfly is a metaphor - it represents that a young person who goes to Protégé has the chance to change (in the way caterpillars change to butterflies) and be free.

The Concept

Every time you get an idea write it down and develop it - when it starts getting difficult leave it and come back to it. By thinking of as many ideas as possible it keeps your mind fresh, so keep all the ideas including the ones that you might initially think are not too good they are sometimes better when you go back to them.

Review and Perspective

Go back through your ideas, choose the best and make them better. The biggest trap you can fall into is being 'too close' to the idea. This happens when you know the brief so well that you accidentally only put part of the message in the concept. The way to stop this is either show it to someone who doesn't know the brief or imagine yourself to be someone who the product is selling to who has never seen the brief.