

# Print Advertising

## Creative print adverts

<http://www.creativebloq.com/inspiration/print-ads-1233780>

These adverts demonstrate the importance of having a concept (key idea) behind an advertising campaign.

In pairs or small group discuss:

- How does each advert work?
- What is each advert communicating? What does it say about the product?
- How is appeal created?
- Who would the advert appeal to?



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