



## Components of Advertising Message of an Ad Campaign

01 Headline

02 Sub-headline or Tagline

03 Body Copy

04 Visual Elements

05 Call-to-Action (CTA)

06 Brand Logo and Identity

07 Contact Information

08 Social Proof

09 Offer or Promotion

10 Targeted Messaging

11 Tone and Voice

# Creating The Advertising Message

**D Kirk**



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