

Designing Classified and Commercial Ads

Classified Newspaper Ads:

(1) Design a detailed newspaper classified advertisement for a fully furnished 2 BHK house available for sale in a prime location. Include features such as amenities, proximity to markets or schools and contact details.

INDEPENDENT HOUSE FOR SALE

Prime Location 2 BHK independent house, fully furnished with modern interiors and top-tier amenities. Features include 24/7 security, power backup, dedicated parking, and landscaped surroundings. Conveniently situated within walking distance of leading schools, supermarkets, and healthcare facilities. Excellent connectivity to public transport hubs. Expected price INR 85 Lakhs. Contact: Sharma 988xxxxxx. Genuine buyers only, no brokers please.

a) You are Ms Nupur Atre of Pune. You require a mathematics teacher to tutor your son. He is a class 10 student and studying under the CBSE board. Draft a relevant advertisement in not more than 75 words, stating your requirements.

TUTOR REQUIRED

Required a qualified Mathematics tutor for Class 10 CBSE student. Daily evening classes preferred at residence in Kothrud, Pune. Teacher must have prior experience with board syllabus and excellent communication skills. Female candidates preferred. Contact: Ms. Nupur Atre - 9767XXXXXX.

(b) You are Mr George Johnson, Assistant Human Resources Manager at Atheena Hotels Limited. Your hotel needs a female receptionist at its Pune branch. Draft an advertisement for the same in not more than 80 words.

RECEPTIONIST REQUIRED

A reputed hotel in Pune requires a smart, experienced female receptionist for full-time work. Candidate must be fluent in English, Hindi, and Marathi with a pleasing personality. Minimum qualification: Graduate with basic computer and communication skills. Freshers may also apply. Walk-in interviews at Atheena Hotels Ltd., MG Road, Pune.

Contact Mr. George Johnson, Assistant HR Manager: 9822XXXXXX / hr@atheenahotels.com

(c) You are Ms Saluja and you have decided to sell your 2019 Hyundai Verna car. You are located in Pune and wish to sell the car to a buyer in Pune. Draft a relevant ad in not more than 60 words.

CAR FOR SALE

Hyundai Verna 2019 model, white colour, petrol, well-maintained and single owner. Location: Valsad. Interested buyers may contact Ms. Saluja at 9890XXXXXX for price and test drive details.



Dr. Rakesh Patel



www.drrakeshpatel.com



www.facebook.com/iamdrrakeshpatel



www.youtube.com/@edustani
www.youtube.com/@TRAQSstudio



www.instagram.com/iamdrrakeshpatel/

English for Advertising - Q.2. C. - 05 Marks

TYBA, TYBSC (SEM-5)

SEC: Advanced Communication Skills in English -V

Designing Classified and Commercial Ads

Classified Display Ads:

(1) Design a classified display ad for the following situation: (Word limit: 100 words use special fonts/designs/formats) Exodus Packers and Movers. Offers services all over India. Specialists in moving all kinds of household and industrial goods. Highlight unique features, offers and necessary contact details.

Packers & Movers – Exodus

Required a qualified Ma  EXODUS PACKERS & MOVERS



Trusted Name in Shifting Since 1995

- ✓ PAN-India Services
- ✓ Household & Industrial Goods
- ✓ 24x7 Service | GPS-tracked Vehicles
- ✓ Expert Packing | Safe Handling
- ✓ On-Time Delivery Guaranteed
- ✓ Affordable Pricing | Insurance Available

 *Festival Offer: 15% OFF on first move!*

 Office: Shivaji Nagar, Pune

 Call Now: 9022XXXXXX |  info@exodusmove.in

 www.exodusmove.in

(2) Design a commercial print ad for the following situation: (Word limit: 150 words-special pictures/images/fonts/designs/formats are to be used) Wisdom Educational Loan Services. Offers loan services for Indian students to study all over Europe. Expertise in offering all kinds of loans for higher studies. Highlight unique features, offers and relevant contact details.

Wisdom Educational Loan Services

  **Study in Europe with Ease!**  

WISDOM EDUCATIONAL LOAN SERVICES

 Expert in Financing Indian Students

 Loans for Higher Studies Across Europe

 Partnered with 100+ European Universities

 Hassle-free Application Process

 Quick Disbursal & Flexible Repayment

 No Collateral up to ₹7 Lakhs

 Guidance for Visa & Admission

 *Limited Period Offer: 0% Processing Fee!*

 *Special Schemes for STEM & MBA Courses*

 Branches in Pune | Mumbai | Delhi

 Call: 1800-123-WISDOM (947366)

 Email: support@wisdomloans.in

 Visit: www.wisdomloans.in

 Wisdom House, FC Road, Pune

 *Empowering Dreams. Financing Futures.*



Dr. Rakesh Patel



www.drrakeshpatel.com



www.facebook.com/iamdrrakeshpatel



www.youtube.com/@edustani

www.youtube.com/@TRAQSstudio



www.instagram.com/iamdrrakeshpatel/

English for Advertising - Q.2. C. - 05 Marks

TYBA, TYBSC (SEM-5)

SEC: Advanced Communication Skills in English -V

Analyze the given newspaper advertisements



Analysis of Fevicol Advertisement

The given advertisement is a **commercial advertisement** for **Fevicol MR**, a general-purpose adhesive. It uses the creative image of Spider-Man hanging upside down to show the strong sticking power of Fevicol. The catchy phrase **"Spidy ka razz"** makes the advertisement interesting and memorable. The Fevicol product and its price **₹10** are clearly shown. The colourful design and humorous presentation attract the attention of customers. Overall, the advertisement effectively uses **humour, creativity, visual appeal and product information** to promote Fevicol.



Analysis of Frosty Sip Advertisement

The given advertisement is a **commercial advertisement** for **Frosty Sip**, a refreshing soft drink. The attractive headline **"Your Burst of Coolness!"** and slogan **"One Sip, Endless Chill"** immediately attract the customer's attention. The advertisement shows a chilled drink, ice cubes, fruits and a Frosty Sip can to create a feeling of freshness. It is available in **Orange, Lemon and Cola** flavours. The attractive offer **"Buy 2, Get 1 FREE!"** encourages customers to buy the product. Overall, the advertisement effectively uses **colour, attractive visuals, catchy language and a special offer** to promote Frosty Sip.



Dr. Rakesh Patel



www.drrakeshpatel.com



www.facebook.com/iamdrrakeshpatel



www.youtube.com/@edustani
www.youtube.com/@TRAQSstudio



www.instagram.com/iamdrrakeshpatel/

TV Ads

(a) An immunity-boosting drink for young employees who travel frequently and need protection from various infections and diseases.

Ad 1: Immunity-Boosting Drink

Product Name: ImmunoRush

Title: Stay Strong. Stay on the Go

Duration: 60 seconds

Script:

The ad begins with a young man sneezing inside a crowded metro train. He looks tired and unwell. A voiceover says:

"Long travels? Tired days? Is your immunity suffering?"

In the next scene, the man is coughing at work. People around him look uncomfortable.

Then, a young woman at the same office drinks ImmunoRush. The voiceover says:

"Try ImmunoRush! A powerful drink with Vitamin C, Zinc, and herbal extracts to boost your immunity."

The woman is shown staying active and healthy throughout the day – at work and while travelling.

The ad ends with a close-up of the bottle and the tagline:

"ImmunoRush – Strength in Every Sip. Available in stores and online."

(b) A home bakery which supplies a wide variety of customised cakes for all occasions. Orders can be placed online and customer preferences are taken care of perfectly.

Ad 2: Home Bakery – Customised Cakes

Brand Name: Sweet Whisk

Title: Your Celebration, Your Cake!

Duration: 60 seconds

Script:

The ad starts with a child at her birthday party. She opens a cake box and says sadly:

"This isn't the cake I wanted!"

Her parent quickly visits the Sweet Whisk website on their phone.

Next, the ad shows bakers making colourful, custom cakes – cartoon cakes, photo cakes, wedding cakes.

A voiceover says:

"Order from Sweet Whisk – home-baked, fresh, and fully customised for your special moments!"

The delivery arrives with the exact cartoon cake the child wanted. She smiles brightly and the party is full of joy.

The ad ends with the logo and the tagline:

"Sweet Whisk – Every Cake Tells Your Story. Order now at sweetwhisk.in."



Dr. Rakesh Patel



www.drrakeshpatel.com



www.facebook.com/iamdrrakeshpatel



www.youtube.com/@edustani
www.youtube.com/@TRAQSstudio



www.instagram.com/iamdrrakeshpatel/

English for Advertising - Q.2. C. - 05 Marks

TYBA, TYBSC (SEM-5)

SEC: Advanced Communication Skills in English -V

Radio Ads

(a) An online/telephonic counselling service for various psychological/mental health problems across age groups. (Time: 60 seconds. Word limit: 125 words.)



Online/Telephonic Counselling Service - "MindCare"

"Feeling stressed, anxious, or overwhelmed?

You're not alone. Talk it out with MindCare Counselling – your online and telephonic support for all age groups. Our expert counsellors provide confidential, compassionate help from the comfort of your home. Whether it's anxiety, depression, stress, or relationship issues, we're here 24/7 to listen and guide you. It's simple - call or visit mindcarehelp.com to book your confidential session today. Take the first step towards emotional wellness with MindCare Counselling."

(b) An interior designing firm specialising in various kinds of office interiors. (Time: 60 seconds. Word limit: 125 words.)



Interior Design Firm – "OfficeBloom Interiors"

Want to transform your workspace into a space that inspires?

"Transform your workspace with ProDesign Interiors, specialists in innovative office interior design. From sleek, modern setups to cozy, collaborative spaces, we tailor designs to boost productivity and style. Our expert team works closely with you to understand your needs and deliver custom solutions on time and within budget. Elevate your office environment and impress clients with ProDesign Interiors. Contact us today at prodesignoffice.com or call 555-1234 for a free consultation."



Dr. Rakesh Patel



www.drrakeshpatel.com



www.facebook.com/iamdrrakeshpatel



www.youtube.com/@edustani
www.youtube.com/@TRAQSstudio



www.instagram.com/iamdrrakeshpatel/

English for Advertising - Q.2. C. - 05 Marks

TYBA, TYBSC (SEM-5)

SEC: Advanced Communication Skills in English -V

Google Ads

(a) Google Ad for Home-Delivery Service for Groceries and Home Essentials

Headline 1: Get Groceries Delivered Fast!

Headline 2: Order Fresh Fruits, Veggies, & More

Headline 3: Home Delivery at Your Doorstep

Description:

Looking for a quick and reliable grocery delivery service? Get fresh veggies, fruits, snacks, and essentials delivered in no time! Shop online today for fast delivery and great prices.

Display URL: www.groceriesdelivery.com

Call to Action (CTA): Order Now & Save 10% on Your First Order!

(b) Google Ad for Event Management Agency

Headline 1: Expert Event Planning Services

Headline 2: Weddings, Corporate Events, & More

Headline 3: Perfect Events, Every Time

Description:

Planning a wedding or corporate event? Let our professional event planners take care of everything! Custom themes, top-notch catering, and flawless execution. Contact us today!

Display URL: www.perfectevents.com

Call to Action (CTA): Get a Free Consultation Today!

Facebook Ads

(a) Facebook Ad for Producers and Suppliers of Organically Grown Vegetables

Headline: Eat Fresh, Eat Organic – Get Your Veggies Delivered!

Ad Text:

Want to eat healthier? Get farm-fresh, organically grown vegetables delivered straight to your doorstep. No chemicals, no preservatives—just 100% organic goodness. Start living better today!

Call to Action (CTA): Order Now and Taste the Difference! 🌱

Image/Visuals:

Bright, vibrant image of fresh organic vegetables in a wooden basket. Include a farm setting or close-up shots of various vegetables like tomatoes, lettuce, and carrots.

(b) Facebook Ad for Theme Park for Youth

Headline: Thrills, Fun, and Adventure – Only at [Theme Park Name]

Ad Text:

Are you ready for the ultimate adventure? Come to [Theme Park Name] for adrenaline-pumping rides, exciting shows, and a whole lot of fun! Perfect for youth and groups. Get ready to make memories!

Call to Action (CTA): Book Your Tickets Now and Get 20% Off! 🎢

Image/Visuals:

A dynamic image showing young people on a rollercoaster ride or enjoying a live performance in the park. Include colorful visuals of rides and attractions in the background.



Dr. Rakesh Patel



www.drrakeshpatel.com



www.facebook.com/iamdrrakeshpatel



www.youtube.com/@edustani
www.youtube.com/@TRAQSstudio



www.instagram.com/iamdrrakeshpatel/