
Holocaust Survivors of South Jersey Project - Teaching Resources

Advertisement Instructions

Design an advertisement for _____, a small business owned by Holocaust survivors. The ad should capture the essence of the business, highlight its unique qualities, and appeal to a broad audience while respecting the historical significance and personal stories behind the enterprise. To help guide you in your design process, do research for similar businesses in the area to compare their advertising with each other. Think of the following questions: What stands out to you in their advertisement? What is their slogan or headline? What was the main focus of their advertising? Was it the location, the product, the history?

Design the advertisement as if it were being published in a newspaper or magazine with a full page layout. Include any important information about the survivor, their story, and their business like what products or services they sell.

Checklist for Successful Advertising

- ☐ **Headline:** "Discover History, Embrace Craftsmanship"
- ☐ **Subheadline:** "Handcrafted Treasures with a Legacy of Resilience"
- ☐ **Body Text:** Brief, engaging paragraph about *Legacy Treasures*, highlighting its history, mission, and unique handcrafted items
- ☐ **Call to Action:** Clear and compelling call to action (e.g., "Visit us at [Address/Website] and explore our collection today")
- ☐ Business address
- ☐ Phone number
- ☐ Website URL
- ☐ Social media handles
- ☐ Prominently featured logo and respectful of the business's heritage
- ☐ Suitable format for print and digital platforms (e.g., PDF, PNG, JPEG)
- ☐ High resolution for clear and effective presentation
- ☐ Adheres to the historical significance of the Holocaust
- ☐ Ensures all elements are respectful and honor the legacy of Holocaust survivors