

Peggy Diaco and Nia Scott, SD Advertising Company

Honda Sun Run X

Time Magazine

Full Page Magazine Ad

Color

Headline: Are you ready for the future?

Body Copy A: Continue reading if you think you can handle it.

Logo:



Slogan: Sun Inspired – Earth Friendly

Visual Interpretation:

A black background with white letters. The only image is the Honda logo at the bottom of the advertisement. The ad is meant to be vague and build anticipation for the third page of the magazine ad.

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Headline: Sun Inspired – Earth Friendly

Body Copy A: The auto-industry will never be the same. – New York Times

Body Copy B: If Mother Nature could create a car, it would be this. – LA Times

Body Copy C: This car is dope. – Snoop Dogg

Body Copy D: Finally, a car that is fuel efficient, affordable, and best of all – solar powered. –

Mark Zuckerberg

Body Copy E: Ready to meet your future car? Read on.

Logo:



Slogan: Sun Inspired – Earth Friendly

Visual Interpretation:

A light blue background with quotes from well-known publications and people. The slogan and the picture of the sun will be the focus of the advertisement. The letters of the slogan have been colored with yellow, orange, and shades of green, which are colors that are relevant to the product. The second page gives a little more information and continues to build suspense

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Honda Sun Run X

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Headline: Introducing Honda's Sun Run X

Subhead line: The world's first solar powered car!

Body Copy A: The Sun Run X uses both solar energy and fossil fuels. The solar power function is automatic with no plugs or switch! It's low pollution, low mileage, and easy maintenance, starting at \$32,000.

Body Copy B: The car has a 10-point safety check, was rated top safety by Kelley Blue Book, and has an automatic breaking system with side sensors.

Body Copy C: It comes in three colors - metallic light silver, dark pewter, and metallic black.

Body Copy D: Sun Run X "Sun Inspired – Earth Friendly"

Body Copy E: Visit your local Honda Dealer

Logo:



Slogan: Sun Inspired – Earth Friendly

Visual Interpretation: The prominent image is a picture of the Sun Run X. It is the focus and introduces the audience to the car for the first time. The title of the car is colored using yellow and orange to emphasis the solar power.