

J. POWER & COMPANY

MARKETING AND PUBLIC RELATIONS

ADVERTISING
Highlight


Advertising visuals that are captivating...

...and a headline text that creates an interplay between the elements are effective techniques for obtaining readership.


The breathtaking black & white landscape photography used in this print advertisement for Australis Cruises — together with a headline that teases the reader into simply imagining being there — are a winning combination for creating interest in the exotic offerings of this cruise line.

This print ad was placed in a specialized publication that had a guaranteed readership of an upscale demographic, characterized by interest in foreign travel and the outdoors.

The messaging approach in this example is also motivational—enticing the reader to pursue more detailed information via the advertiser's web site, placed carefully in the ad's signature.



IF YOU ENJOY
TAKING IN
THE WIDE-OPEN
SPACES,
WE HAVE
SOMETHING
WE'D LIKE
TO SHOW YOU!



CRUCEROS AUSTRALIS®
PATAGONIA - TIERRA DEL FUEGO - CAPE HORN
WWW.AUSTRALIS.COM

Print advertising created by J. Power & Company for Cruceros Australis