

# Effective **ADVERTISING**

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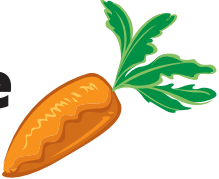
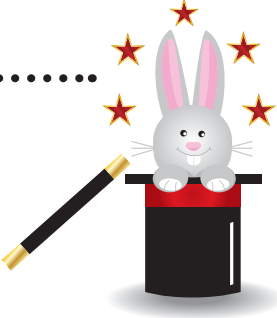
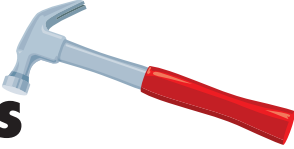

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**Creating ads that drive  
results for your advertisers**

**The News-Review**  
— MEDIA COMPANY —

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# CLEAR MESSAGE

The customer, account manager and designer all need to have a clear understanding of what an ad's purpose is to get an effective ad published. Establish what exactly the customer is trying to accomplish, as well as what they expect to happen as a result of the ad. The message should clearly address the advertiser's Key Marketing Challenge. If the customer cannot clearly communicate what the main point is, the reader isn't going to understand it either. **Readers should be able to get the basic concept of an ad in one second or less; if it takes any longer to see the purpose of the ad, they will move on before fully understanding what is being sold.**

Resist the temptation to say everything in one ad. Research supports communicating one idea, clearly, is more effective than several messages together.

## THREE MAIN SELLING APPROACHES

### Practical



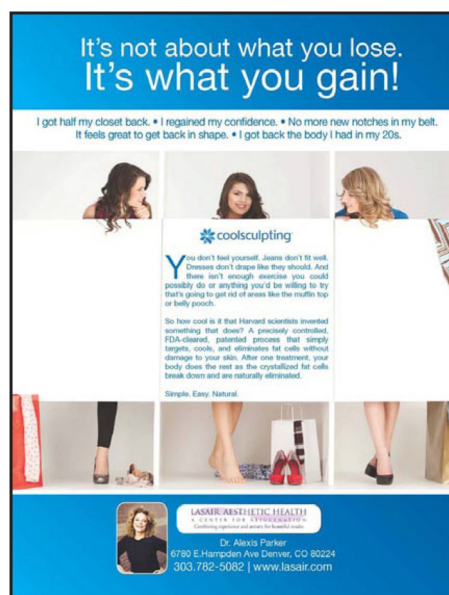
**\$2**  
**TUESDAY**  
**IS BACK!**  
SMALL CUP OR CONE  
(MIXIN'S NOT INCLUDED)  
ONLY AVAILABLE AT EDWARDS LOCATION

**All natural ice cream at an unnatural price**

Edwards | 970-766-7522  
56 Edwards Village Blvd., Suite 110

**MARBLE SLAB CREAMERY**

### Beneficial



It's not about what you lose.  
It's what you gain!

I got half my closet back. • I regained my confidence. • No more new notches in my belt.  
It feels great to get back in shape. • I got back the body I had in my 20s.

**coolsculpting**

You don't feel yourself. Jeans don't fit well. Dresses don't drape like they should. And there isn't enough exercise you could possibly do or anything you'd be willing to try that's going to get rid of areas like the muffin top or belly pouch.

So how cool is it that Harvard scientists invented something that does? A precisely controlled, FDA-cleared, patented process that simply targets, cools, and eliminates fat cells without damage to your skin. After one treatment, your body does the rest as the crystallized fat cells break down and are naturally eliminated.

Simple. Easy. Natural.

**LASAR AESTHETIC HEALTH**  
A CENTER FOR WELLNESS  
Cooling, contouring and more for female body.

Dr. Alexis Parker  
6780 E. Hampden Ave. Denver, CO 80224  
303.782-5082 | www.lasair.com

### Emotional



"It's like being with my own family."

Only 2 Residents per Home!

Private Individualized Services

Call for a tour today

All-inclusive rates start @ \$5500 per mo.

**AMY'S EDEN**  
SENIOR CARE

Carson City | [www.amysedenseniorecare.com](http://www.amysedenseniorecare.com)  
**775.884.3336**

## TARGET AUDIENCE

The style of an ad (font choice and size, color schemes, image choice, wording) varies heavily depending on the audience it is targeted to. The more specific a target audience, the more specific the design and layout can be geared towards that reader demographic. Your target audience should be determined during the customer consultation, and should be in line with the Key Marketing Challenge. Know what they like. Know what they dislike. And most importantly, have insight into what makes them tick.

# HEADLINES

Your ad can have the best offer in the world but if the reader never sees it, the ad won't get results. Five times more people read a headline over body copy. So the headline needs to grab the reader's attention and pique their interest so they will read the rest of the message. The best headlines are focused on the customer and what's in it for them, not the business and its features.

## A HEADLINE HAS FOUR VERY IMPORTANT JOBS:

1. Get attention
2. Select and audience
3. Deliver a complete message
4. Draw the reader in to the body copy



**This ad could save your life.**

About **600,000** people die of heart disease in the United States every year. **That's 1 in every 4 deaths.**

Don't become another statistic. Find out if you're at risk. **Call Shape Medical Center Today to schedule an appointment.**

**970.549.1175** | [www.shapemedicalcenter.com](http://www.shapemedicalcenter.com)  
[info@shapemedicalcenter.com](mailto:info@shapemedicalcenter.com)  
525 North Avenue | Grand Junction

**SHAPE**  
Medical Center

## FLAGGING ATTENTION WITH A HEADLINE:

### APPEAL TO THE READER'S SELF INTEREST - PROVIDING SOLUTIONS TO "WHAT'S IN IT FOR ME?"

#### Ask a Question

*How many cavities is "too many"?*

#### Tell Them "How To"

*Spend Less Time at the Dentist's Office*

#### Use the Product or Service Name

*Dr. James fights cavities for you!*

#### State the Benefits

*Fewer cavities. Guaranteed.*

#### Use a Number

*6 Ways to Get Fewer Cavities*

### GENERATE CURIOSITY - HAVE FUN WITH IT!

#### Word Play, Alliterations, Take-Offs

*Meat the Grill of Your Dreams*

#### Outrageous Claim

*Would YOU pay \$8.99 for eggs?*

#### Outrageous Claim

*Would YOU pay \$8.99 for eggs?*

## USE SUBHEADS WHEN NECESSARY

Your headline hooks readers while your subhead reels them.

*A Better Tomorrow Starts Today: Become an Avon Representative*

### GIVE YOUR READER SOME NEWS - USE FACTS WHEN POSSIBLE

#### Tell Something They Don't Know

*New or improved product*

*Introducing...Announcing...Now...New*

#### Announcements

*Moving Sale - This Weekend Only*

#### Unique Selling Proposition

*Carson's Only All-Natural, All-Organic Pet Supply Store*

#### National News

*Lexus Named Car and Driver's Top Safety Choice*

#### Share the Reasons

*10 Reasons Why Coldwell Banker is #1*

# HEADLINES

## TELL MORE, SELL MORE

As headlines grow, readership scores sink. However, while shorter headlines can be punchier and easier to read, shorter is only better if they are precise and clearly tell the message. A headline must stand entirely on its own merit, without the reader being forced to read on to discover its meaning. If a subhead is needed to paint a clearer picture, use one.

## TARGET EMOTIONS

### PEOPLE BUY BECAUSE OF EMOTION AND JUSTIFY WITH LOGIC.

It is the advertiser's job to understand the underlying desires that motivate their prospects. Headlines should contain a leading benefit that triggers a level of excitement in the reader.

### SEVEN COMMON EMOTIONAL APPEALS:

#### Make More Money

Win \$100 shopping spree!

#### Save Money

Save 35% On Your Next Vacation

#### Save Time

Oil change in 30 minutes or less, guaranteed!

#### Avoid Effort

Relax. We've got you covered

#### Gain Knowledge

Become a Digital Marketing Master

#### Be More Successful


Don't let asthma hold you back.

#### Avoid Loss

Is your home safe from wildfire?

## BE CONVERSATIONAL

Writing headlines in the first person speaks directly to the reader and engages them directly. Using contractions (that's, it's we're, can't) helps keep the headline informal and makes the reader feel like it's personal.



Looking for  
**PROFITS  
THAT REALLY  
SOAR?**

The world's leading manufacturer and marketer of  
**passenger-carrying Tethered  
Helium Balloons installed  
as amusement rides**

is looking for  
serious investors  
to operate a balloon in the Reno/Tahoe area.

**Call Neel for details: 302-265-8987**



# INCENTIVE

## GIVING THE READER A REASON TO RESPOND

The role of an incentive is to motivate and engage readers to drive intended results for the business. This typically consists of some type of offer to help motivate the reader to react. The better the offer, the more likely the ad is to get a response. Newspaper advertising is direct-result advertising; readers are looking for an offer to act on that interests them. When determining what type of incentive is best for the business, keep in mind that goods are worth more than dollars. Meaning, it's better to offer "free cookies with purchase of cake" than offer "\$2 off your cake purchase." This keeps them thinking about the business and what they gain from it, and see it as a "bonus" instead of a cost.

## WHAT'S THE PRICE?

Including a price point shows the reader the product's value. If no price point is listed, readers can automatically become suspicious and assume it is expensive. When applicable, including a price point in an advertisement not only informs the reader but it tells the reader that there is no hidden agenda; the advertiser understands the value of the product and is willing to showcase it. A price point also minimizes the number of steps the reader has to take before making a purchasing decision.

sweets  
FOR YOUR SWEETHEART

COOKIES & CAKES  
CUPCAKES  
CHOCOLATE DIPPED  
STRAWBERRIES  
FRUIT TARTS & PASTRIES

Buy five  
Valentine cookies  
**get one free**  
Expires 2/14/12. Must mention this ad.

SUGAR PINE  
LAKE TAHOE  
BAKERY

www.sugarpinebakery.net  
3564-G Lake Tahoe Blvd.  
530.542.7000

# CALL TO ACTION

## DOES THE AD TELL THE READER TO DO SOMETHING?

People need to be told what the next steps should be. Make sure the response path is perfectly clear. If your customer wants readers to walk through the door, focus on the location of the business (address, landmarks, “next to...”). If your customer wants readers to call, give them a reason to call and make the phone number larger (“make your reservations today”).

Including a sense of urgency is what makes readers respond today instead of putting it on their ‘to do’ list. Key phrases like *limited time only*, *hurry in for best selection*, *don’t miss this* help create that sense of urgency that encourages readers to respond right now instead of later.

## BRANDING VS. CALL TO ACTION

### BRANDING ADS

Branding ads get a customer’s name in the public eye and builds recognition. Why should readers choose your customer’s business over others during non-peak times? Branding ads are ideal for any service-type business that people contact when they are needed, but not otherwise (such as a plumbing business or architect).

### CALL TO ACTION ADS

Call to Action ads promote specific products to entice action and produce immediate, measurable results. Why should customers act now?

**NOTE:** You do not need to have a sale or specific event going on to include a call to action. Branding ads can, and should, include a message that encourages the reader to act.

*Visit our website and learn how we can save you money.*



Come taste  
the **best.**

TOP 100 WINES 2011  
SAN FRANCISCO CHRONICLE

McCay Cellar's 2008 Paisley Lodi Red

~ LIMITED PRODUCTION ~  
**POURING THROUGH MAY ONLY**

VISIT OUR TASTING ROOM TODAY  
112 WEST PINE STREET, LODI CA

**McCAY**  
— CELLARS —

# LAYOUT

## 50/50

The top 50% of any ad should be devoted to the reader (e.g., benefits headline, eye-catching image, offer). The bottom 50% is devoted to the business (offer details, supporting copy, logo, contact information). When readers look at your ad what do they see first? Research indicates that readers typically look at:

1. VISUAL
2. CAPTION
3. HEADLINE
4. COPY
5. SIGNATURE

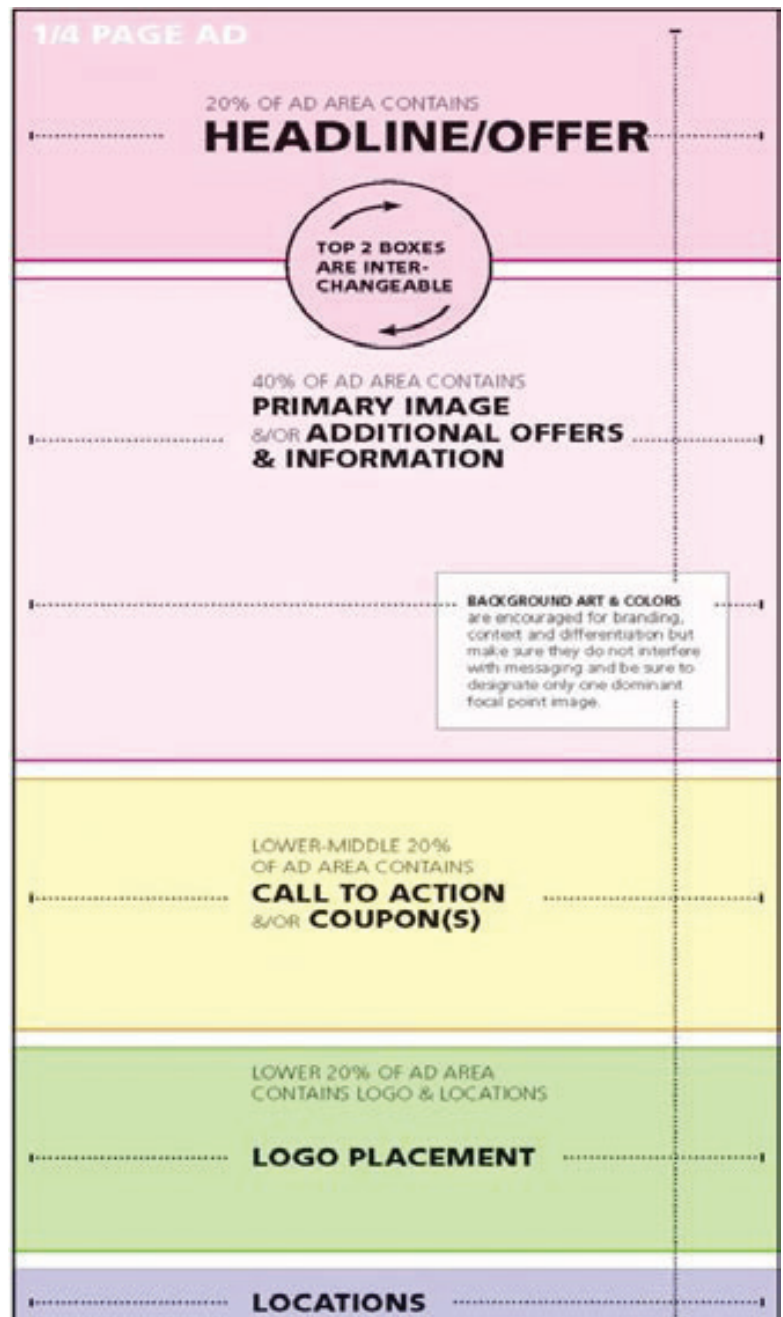
In that order. The Ogilvy Layout, based on advertising expert David Ogilvy's tried and true advertising layouts, follows this simple concept

## CONTRAST

Contrast is what allows the message to stand out and be absorbed by the reader. Resting space or white space (also known as negative space), gives the reader's eyes a place to linger as they absorb the message. White space is used to avoid encouraging readers to leave the ad completely. By giving a reader resting space, greater attention is drawn to the ad.

## IMAGES

People retain information communicated visually up to six times greater than words alone. Selecting the right image to tell the story is critical to grabbing the reader and getting them to engage in the message. Studies have shown that an ad with an image that takes up to 50% or more of the ad space increases readership by as much as 37%.





## REVERSE TYPE

Reverse type is used by graphic designers to improve the design of a printed page. However, building advertisements in full reverse type is difficult on the reader's eyes and drastically reduces readability. Advertising expert David Ogilvy stated advertising copy should never be set in reverse type. Colin Wheildon tested this statement; here are his results for serif type printed in reverse compared with the same printed on black on white.

### COLOR COMBINATION

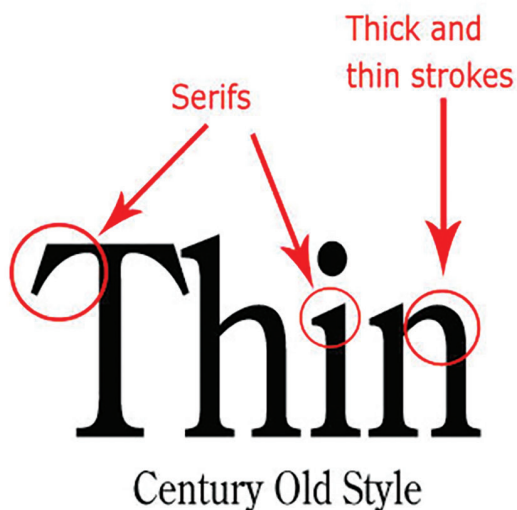
### COMPREHENSION LEVEL

	GOOD%	FAIR%	POOR%
Text printed black on white	70	19	11
Text printed white on black	0	12	88
Text printed white on PMS 259 (Purple)	2	16	82
Text printed white on PMS 286 (Royal Blue)	0	4	96

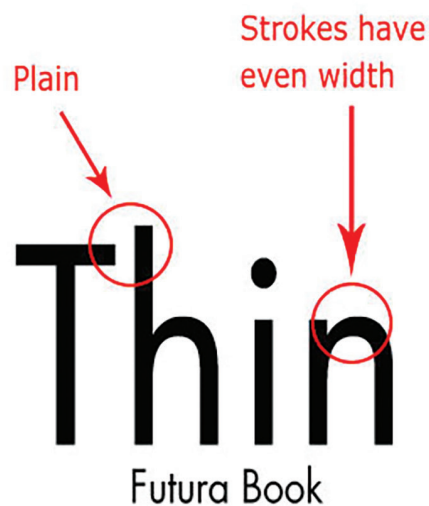
## SERIF VS. SANS SERIF FONTS

Serifs are semi-structural details or small decorative flourishes on the ends of some of the strokes that make up letters and symbols. An example would be the Times New Roman font. Sans serif does not have these details or flourishes. An example would be the Arial font.

### Serif Font



### Sans Serif Font



# IMPACT

## SETTING THE RIGHT TONE

An ad can include all of the ‘criteria’ it takes to be effective and still not leave an impression on the reader. Readers can be influenced greatly by the feeling or emotion they gather from an ad; setting the right tone is critical to presenting the proper message to the reader. Do you want them to laugh? Cry? Feel beautiful? By setting the tone, you’re determining how you want the reader to feel when they look at the ad.

## PLAYFUL



Will your child be able to  
read the board?

back to school =  
**30% OFF**  
kid's glasses!

(Complete pair of glasses)

Make sure your child  
isn't left behind.  
Stop by Eagle Vision  
today!

**Eagle Vision**

3790 Hwy 395 S. Suite 407 (Near Trader Joe's) • 775.267.2012 • [www.carsonseaglevision.com](http://www.carsonseaglevision.com)  
We accept Medicare, Medicaid, VSP, Eyemed, and other insurances/vision plans. Visit website for complete listing.  
This Offer: Expires 9/30/14. Not to be used with insurance or copays.

## SOPHISTICATED



THE **IMPACT**  
OF OPER  
LASTS  
FOREVER

**NVO**

NEVADA OPERA  
NEVADAOPERA.ORG

## HUMOROUS



You just found out your  
tattoo means silly fool.

(So much for that job in Beijing.)

苦阿呆

**DERMATOLOGY**  
AT THE GW MEDICAL FACULTY ASSOCIATES

That symbol you thought meant inner peace may not be describing your best assets these days. Our latest in-office technology like the q-switched alexandrite laser and the IPL-intense pulsed light can hide your past. And boost your prospects - no matter where they take you.

Schedule an appointment today: [www.gwdocs.com](http://www.gwdocs.com) // 202.741.3244

# AD BUILD CATEGORIES

Selecting the proper ad build category when booking an ad helps get the ad building elements to the proper artists in a timely manner. The purpose is to match ad layout ability with ad build needs. This helps monitor work flow and minimize back and forth between account managers and creative teams.

## MAJOR BUILD (needs detailed creative brief)

Major builds can be for new customers, target accounts, marketing campaigns, new proposals, high-profile specs, branding development, and complex new builds.

## MAIN BUILD (needs creative brief)

Usually a medium to large new ad build or standard specs.

## MINOR BUILD (meets effective advertisement criteria)

These tend to be small to medium builds, pickups with changes, resizes or digital ready agency ads.



Minor Build



Main Build



Major Build



# 10 RULES OF COPY WRITING

- 1. ALWAYS FOCUS ON THE READER**
- 2. KNOW THE TARGET AUDIENCE**
- 3. UNDERSTAND THE PRODUCT OR SERVICE**
- 4. USE THE UNIQUE SELLING POSITION**
- 5. WRITE BENEFIT-ORIENTATED COPY**
- 6. HAVE A SUBJECT (you) AND A VERB (action)**
- 7. CONNECT EMOTIONALLY**
- 8. USE OFFERS THAT SELL**
- 9. TELL THE READER WHAT TO DO**
- 10. PROMOTE THE BUSINESS NAME**



Reap the rewards  
**20%** off any  
**DR. EARTH®** Product

Offer valid May 2-10, 2015

Organic  
Innovation  
Integrity

 **Greenhouse**  
Garden Center & Gift Shop

2450 S. Curry St. | Carson City, NV | 775.882.8600  
[www.greenhousegardencenter.com](http://www.greenhousegardencenter.com) | Open 8-6 Daily | 9-5 Sun





# **EFFECTIVE AD CHECKLIST**



## **CLEAR MESSAGE**

Targeted to a specific audience, reader gets what the ad is about in one second or less



## **ATTENTION - GRABBING HEADLINE**

Benefits-orientated, focusing on the reader



## **INCENTIVE**

Give the reader a reason to respond



## **CALL TO ACTION**

What should the reader do next; with sense of urgency



## **CLEAN LAYOUT**

Appropriate imagery, clean design and copy treatment, reader eye-path



## **IMPACT**

Solicits strong feelings, desire or interest toward product or service