

The following points to consider when gathering content and planning an ad for maximum effect are derived from various statistics and years of experience. They are only a guide not a gospel but well worth considering.

Target

Know WHO you are talking to as they may not think like you. You can never be everything to everyone so carefully segment and make the content relevant and timely.

Creative

Content always wins over creative
 But creative gets cut through.
 Consider where the ad will appear,
 next to what other information,
 which side of the page and

Headline

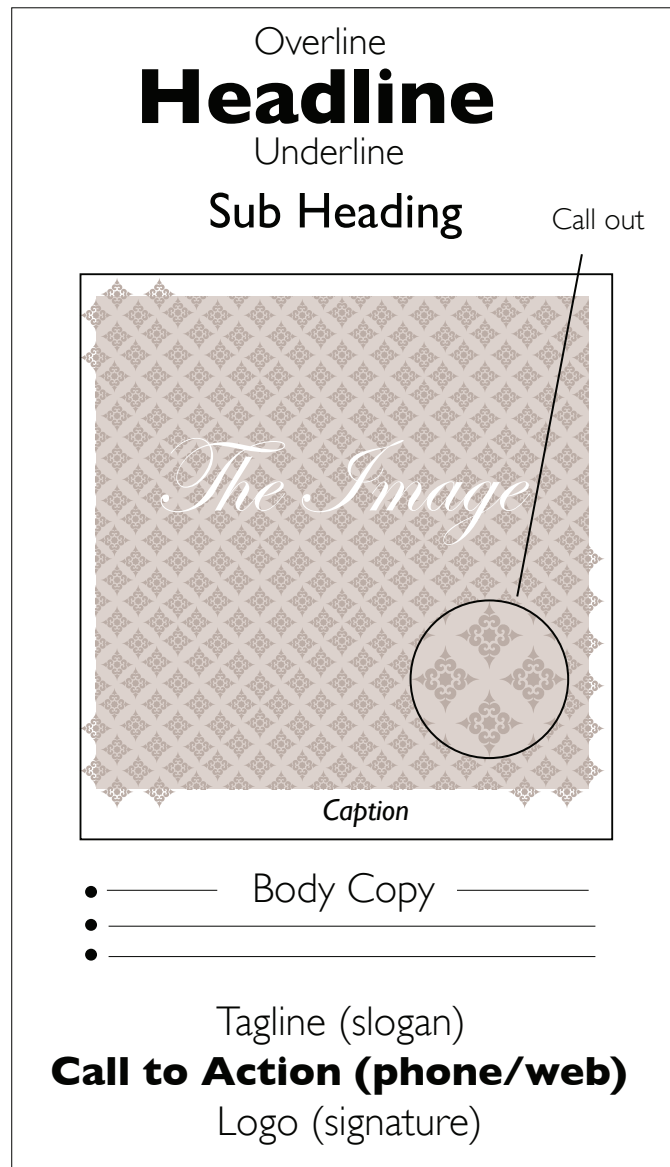
Attract attention,
 Engage the audience,
 Explain the visual,
 Lead audience into body copy
 Cue the selling message
 8 Words average
 3 to 5 times as many people
 read the headline as they read
 the body copy

Body Copy

Body copy in bullet/point form
 is twice as likely to be read.
 Keep it simple (always!)
 Use the read out-allowed test to a 15 yo.

Images

Top 1/3 of Ads surveyed had a
 picture that was 82% of total ad
 Pictures are the second viewed element
 after headings and their captions read next.



The Offer

People respond to offers not products, so make it compelling if you want to justify the spend.

Call to Action

Consider the following:
 Measurement and evaluation of Ad success.
 Where you really want traffic to go.
 The speed and effectiveness of your response.

Logo

Stay true to your brand!!!