

Advertisements

Five fundamentals of successful ads

1. It should attract attention.

- That sounds obvious, but nothing else matters unless you can do this.
- And that means having a truly arresting headline and visual element.

2. It should appeal to the reader's self-interest or announce news.

- An ad that takes the "you" point of view and tells readers how they will benefit from your product or service piques and keeps their interest.
- And if, in addition, it has news value ("Announcing a bold new breakthrough in moisturizers that can make your skin look years younger"), your ad has a better than fighting chance.

3. It should communicate your company's unique advantage.
 - In other words, why should the prospect pick your firm over a competitor's?
4. It should prove your advantage.
 - The most convincing way to do that is through testimonials and statistics.
5. It should motivate readers to take action.
 - This is usually accomplished by making a special offer that "piggybacks" your main sales thrust.
 - Such offers include a free trial, a discount or a bonus.

Process

- Decide What Your Print Advertisement is Selling Before You Try to Design It
- Formulate a Concept for Your Print Advertisement Design
- Write Down The Copy for Your Print Advertisement Layout
- Putting It All Together
- Submit and repeat





She told me we couldn't afford
beer anymore and that I would
have to quit.

Then I caught her spending \$65
for makeup.

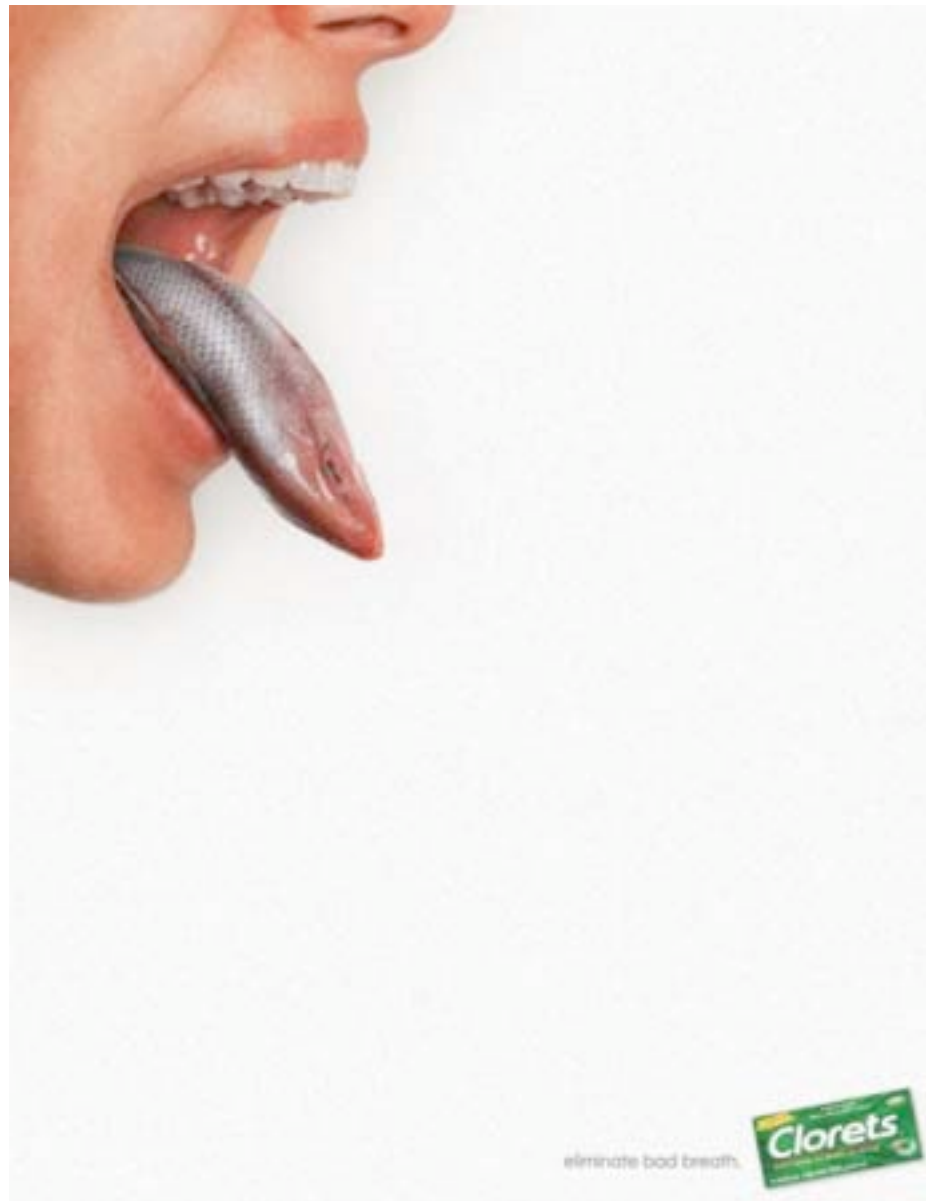
I asked her how come I had to
give up stuff and she didn't.

She said she needed the makeup
to look pretty for me.

I told her that was what the beer
was for.

I don't think she's coming back..





eliminate bad breath.



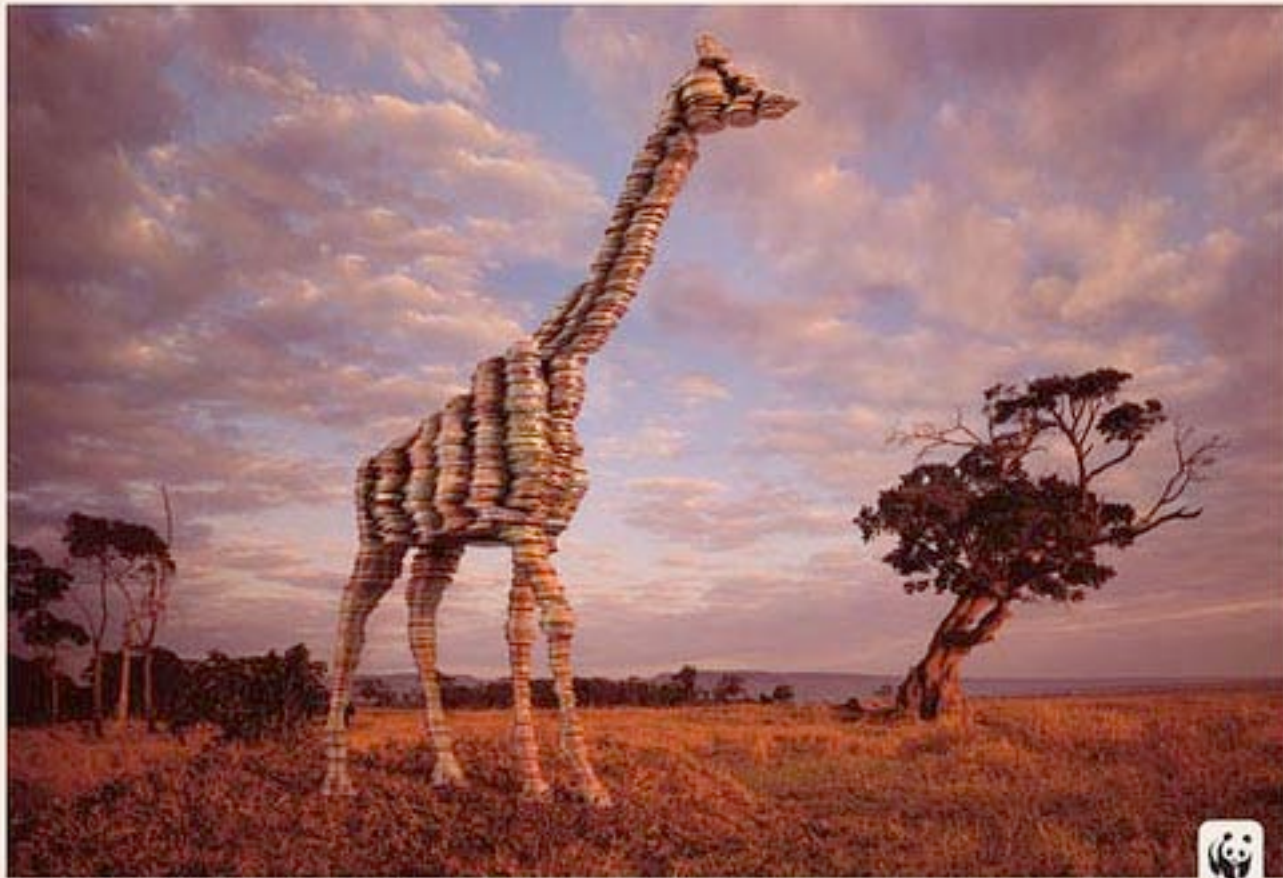




MORE PULL

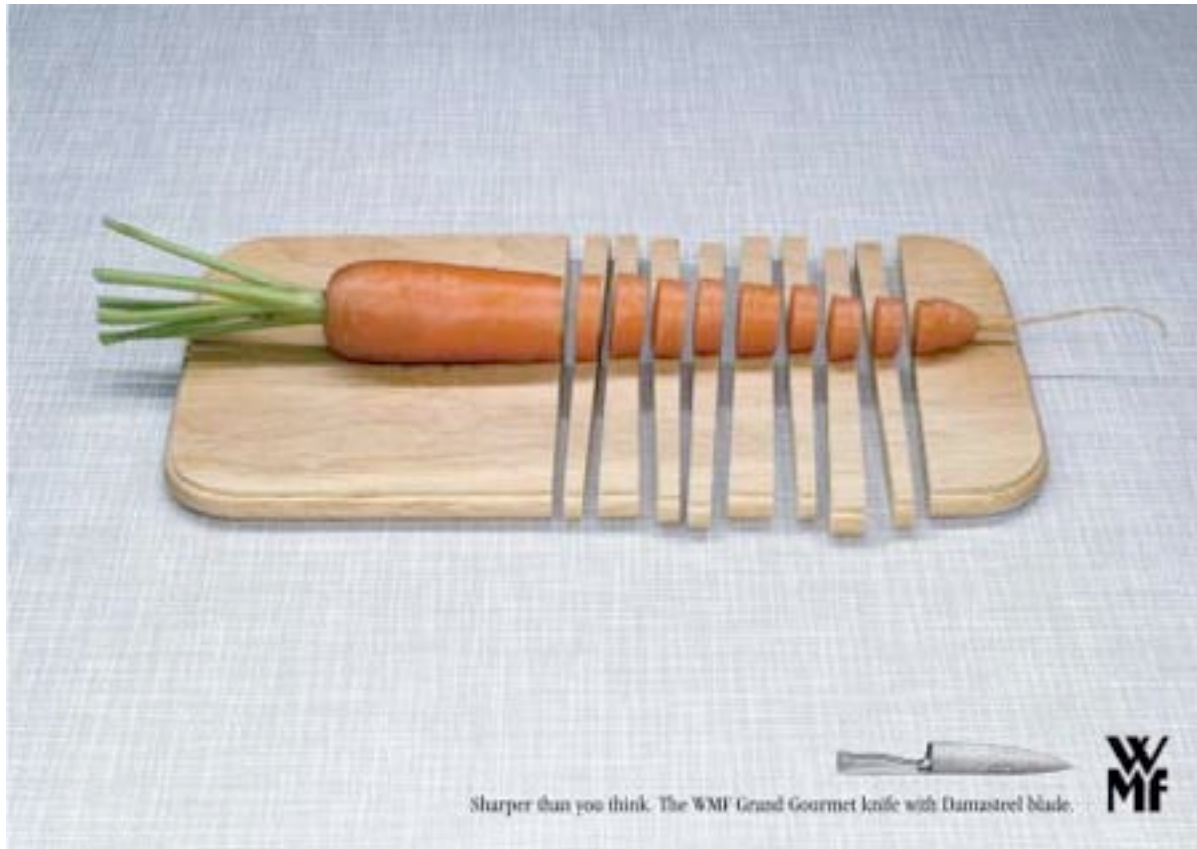
NEW 2007 DEFENDER



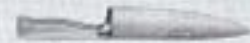


Save the world with a few coins. Donate at www.wwf.at





Sharper than you think. The WMF Grand Gourmet knife with Damasteel blade.








SUPERCARBO VITAMINS FOR KIDS





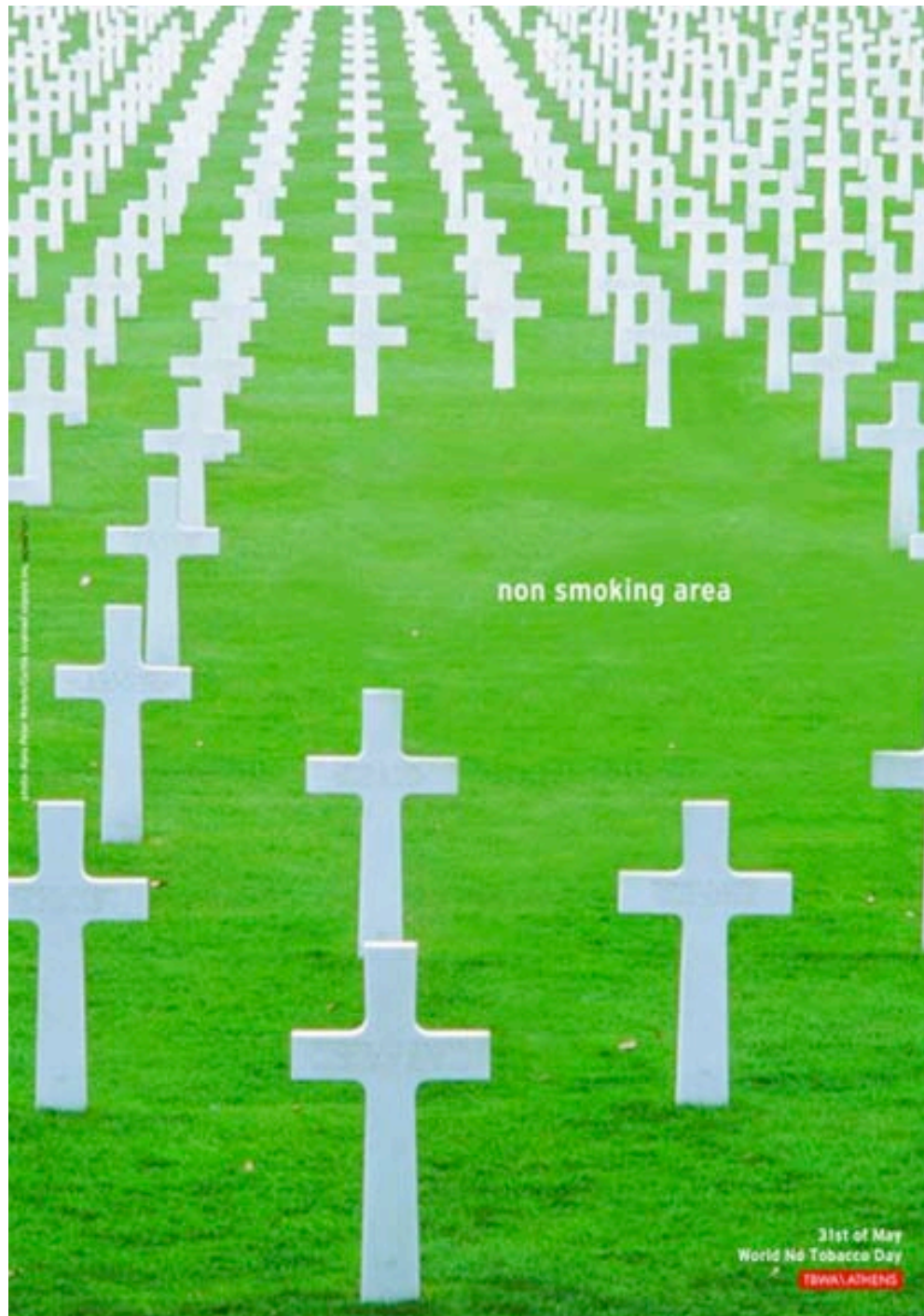
*Need to lose a little weight
before your wedding?*



A woman with long dark hair, wearing a white shirt and a brown belt, stands on a train. She is holding onto a horizontal metal bar. Instead of a single hand, several disembodied hands are attached to the bar, all reaching towards her. She has a concerned expression. In the background, other passengers are visible on the train. A bottle of Dettol Instant Hand Sanitizer is shown in the bottom right corner.

WHOSE HAND ARE YOU HOLDING?

Dettol Instant Hand Sanitizer kills 99.99% of germs on hands, without the need for water.







**Your
doll
collection
freaks
people
out!**



**Manhattan
Mini Storage.com
212-storage**

**\$29
storage**

per month or select locations















Endless freshness 清新感觉 源源不断

目标

让目标消费者更直观的了解露丝与特有的丝滑柔滑的清凉口感。

策略

将露丝与清凉的口感联系在一起，并与露丝与清凉的口感联系在一起，并让目标消费者更直观的了解露丝与特有的丝滑柔滑的清凉口感。

效果

引起了目标消费者的关注，并快速提升了产品的品牌知名度。

Objective

To communicate Clorets's refreshing effect from its unique chocolate.

Strategy

To display a huge pack of Clorets at the end of the greenery product.

This is to create the effect that the refreshment feeling of the greenery is coming out of the Clorets.

Result

It attracts the pedestrian and to strengthen the brand awareness as well as to enter around the same period of time.





OBJECTIVE: This entire campaign for Powerhouse revolves around a construction site, giving it a sense of interaction with everyday elements to the public eye. This scene shows a body builder doing "Cable Flys" on a double-crane construction site. This gives an impression that he is lifting the heavy weight from the construction site.











