

CLAIRVOYANT COMMUNICATIONS, INC.

THE MARCOMM MOM PRESENTS

Criteria for Effective Ads

By Claire Cunningham

Be clear about your objectives, audience and message. Then evaluate alternatives.

❖ Does the ad grab attention?

Stopping power is essential for a successful ad. Ad size and color help, but ads with stopping power combine a meaningful message with an arresting visual.

❖ Does it select the right audience?

Most businesses want to talk to *specific* people – those who'll buy a product or service. Good ads make it clear what they're selling and who they're selling to.

❖ Does it invite the reader in?

Simple, open designs with good use of white space are generally more attractive than busy, crowded ones.

❖ Does it promise a reward and then follow through?

A good ad promises the reader something – entertainment, knowledge – and delivers on the promise.

❖ Is the copy conversational?

The best ads read like one person talking to another. This is more believable than hype and hard sell.

❖ Is it easy to read?

Copy length, plus type size, style and color are important factors. Reverse type (white type on a solid background) is hard to read.

❖ Does the ad appeal to the heart as well as the head?

EVERY purchase involves both the head and the heart. Even engineers and accountants have feelings you can appeal to!