To Write a Good Advertisement:

1.   The headline contains an important consumer benefit, or news, or arouses curiosity, or promises a reward for reading the copy.

2.   The visual (if you use a visual) illustrates the main benefit stated in the headline.

3.   The lead paragraph expands on the theme of the headline.

4.   The layout draws readers in to the ad and invites them to read the body copy.

- use one central visual
- headline set in large, bold type
- body copy set underneath headline and visual
- body copy set in clear; readable type
- space between paragraphs increases readability
- subheads help draw the eye through the text

- copy should be printed black on a white background
- short paragraphs are easier to read than long ones
- the lead paragraph should be very short—less than three lines of type, if possible
- simple visuals are best—visuals with too many elements in them confuse the reader
- the best layout is a simple layout: headline, large visual, body copy, logo—additional elements can enhance the ad's readability, but too many make it cluttered and unappealing
- many art directors believe that ads must have a large amount of "white space" (blank space) or else they will look cluttered and people won't read them

5. Visual techniques to be avoided:

- headlines and blocks of copy set on a slant
- reverse type (white letters on a black background)
- tinting of black-and-white photographs with a second color (usually blue or red)
- tiny type (smaller than 8 point)
- long, unbroken chunks of text
- a long listing of company locations and addresses crammed in under the logo
- type set in overly wide columns
- poorly executed or reproduced artwork and photography

6. The body copy covers all important sales points in logical sequence

7. The copy provides the information needed to convince the greatest number of qualified prospects to take the next step in the buying process

8. The copy is interesting to read when:

- it speaks directly to the reader's life, the reader's emotions, the reader's needs and desires
- tells a story
- is about people
- it's written in personal style—letter from a friend
- pitches free offers
- contains important news
- addresses major issues: beauty, health, old age, parenting , marriage, home, security, family, careers, education, social issues
- answers important questions readers have in their minds
- is about a subject that interests the reader

9.   Copy that makes ads boring:

- centers on the manufacturer—talks about the company, its philosophy, its success
- talks about how the product is made or how it works rather than what it can do for the reader
- tells readers things they already know
- long-winded with big words, lengthy sentences, and large unbroken chunks of text
- all sentences are the same length (varying sentence length adds snap to writing)
- gives product features *instead* of customer benefits
- no point of view—without a strong selling proposition or a cohesive sales pitch (such copy presents the facts without really showing the reader how these facts relate to their needs)

- cluttered layouts and poorly reproduced visuals look boring and turn the reader off

10. Make the copy believable
    - testimonials, demonstrations, research tests)
    - **tell the truth**: clever advertising can convince people to try a bad product once, but it can't convince them to buy a product they've already tried and didn't like.

11. The ad should ask for action (mail, call, submit, etc.)
    - use a street address instead of a post office box number—street address gives the impression that your firm is large, stable, and well established
    - if most of the magazine's readers qualify for your offer, use a toll-free phone number to increase response—but if

you want to qualify your leads, use a
regular company phone number

- if the product can be ordered directly
  with a credit card, include a toll-free
  number
- use a company phone number for
  selling expensive items that involve
  inside salespeople
- a coupon boosts response between 25
  and 100 percent
- asking the reader to send in a letter
  reduces response but produces highly
  qualified leads (people with genuine
  interest in the product)

12. Does your ad need a slogan?
- Form follows function—in other words,
  use a technique if it works and seems
  natural—but don't force-fit a copy
  technique in an ad where it does belong

- therefore—use a slogan if your product's key selling proposition or its nature can be summed up in a single, catchy statement—but if the essence of your product or business can't be captured in a one-liner, don't force it, or the result will be an artificial slogan that detracts from the ad and makes you, your ad agency, your employee, and your customers embarrassed and uncomfortable.
13. Manuscript format for ad copy
    i. HEADLINE:
    ii. VISUAL:
    iii. COPY:
    iv. SUBHEAD:
    v. COPY:
    vi. COUPON:
14. Checklist Advertising Ideas
- Question ad

- Quiz ad
- News ad
- Direct ad
- Indirect ad
- Reward ad
- Command ad
- Price-and-where-to-buy ad
- Reason-why ad
- Letter ad
- Before-and-after
- Testimonial
- Case history
- Free information ad
- Story
- New wave
- Reader identification
- Information ad
- Location ad
- Fictional characters

- Fictional places
- Cartoons and Cartoon strips
- Advertiser in ad
- Invent a word
- Comparative advertising
- Challenge
- Guarantee ad
- Offer ad
- Demonstration
- Pun
- Contests and sweepstakes
- Tie-in current events