



Guidelines for effective ad copy

Offer a major benefit

Benefits take different forms: A product most people want, a product easy to get, a product worth paying for, a product priced as low as possible.

Make it easy to see and read

Picture the benefit clearly, simply and as large as possible.

Establish audience identity

Make it easy for viewers to see themselves in pictures on the screen or in illustrations in the ad. Establish a relationship between the audience and the benefit.

Attract by being new

The strongest weapon is new — new product, new uses for products, new benefits. The most powerful ads include something novel in the benefit that offers new reasons to buy.

Be believable

Don't make unreasonable claims. Avoid the blue-sky approach in describing benefits. Supply proof for claims.

Stress what is unique

Talk about what is different or your USP (unique selling proposition).

Be fresh

Even more than being creative, an ad should be fresh.

Reward the reader for his or her time

Whether it is new learning, reinforcing conviction or some form of purposeful enlightenment, the person should feel rewarded for the time spent with your ad.