



## How to Design an Effective Ad

### Understand Your Customer

Getting to know your customer is vital to designing a successful advert. Use market research to know who your consumers are; then target<sup>1</sup> them effectively, choosing the media that they will come into contact with.

### Treat the Customer with Respect – Golden Rules

Most consumers are wary<sup>2</sup> about advertising – they come into contact with it every day, regard it as intrusive and are skeptical of marketing messages. So don't do anything that might annoy or irritate.

- Don't use false claims<sup>3</sup>. These may make a good headline<sup>4</sup>, but if you are discovered as a fraud, this can destroy your brand.
- Avoid clichés. These will cause the "I've heard this before" reaction and your message will not be absorbed.
- Don't patronize<sup>5</sup> your audience – they're smart<sup>6</sup> and like to be treated that way.
- Don't be aggressive in your style or techniques – this will only cause the audience to become aggressive.

### Attract Attention –

#### How to Write a Good Headline

Immediately catch the consumers' attention or they just won't notice your message! Use language which consumers will relate to and then give something that switches<sup>7</sup> their brain<sup>8</sup> from "ignore" to "ok, I'm listening."

The techniques and examples on page 97 will help you.

### Generate Interest and Desire

Now, how do you hold your consumers' interest? You need to show how your product can help.

- Reduce or avoid effort
- Save time
- Make money
- Save money
- Gain knowledge
- Become more successful
- Improve your image
- Be more popular

1. target: *cibler*

2. be wary about: *se méfier de*

3. claims: *affirmations*

4. headline: *titre*

5. patronize: *traiter avec condescendance*

6. smart: *intelligent*

7. switch: *faire passer à*

8. brain: *cerveau*

9. give up: *arrêter de*

10. plain girl: *fille ordinaire*

11. be fed up: *en avoir assez*

12. shy: *timide*

13. overweight: *en surpoids*

14. dandruff: *pellicules*

15. do the dishes: *faire la vaisselle*

