

Advertising



Because any product of the creative process is highly subjective, the professionals at COCO+CO. suggest you consider the points below when reviewing print advertising materials.

- 1) A “pyramid” layout, with a graphic at the top of the page and company identification at the bottom, delivers the best results. The reason: audiences naturally want to see what you are selling before trying to find out where to buy. You’ll find variations on this layout in almost every advertisement in national magazines because it works so well. Local newspapers may place the company at top, but that is usually just an attempt to cater to the owners’ or managers’ egos.
- 2) Readers respond best to san serif headline type (such as the headline on this page) and serif body type (as shown here). They also find upper and lower case type easier to read than all capital letters. In many instances, a “drop cap” (enlarging the first letter of the first paragraph) helps direct the reader to the message.
- 3) Readers remember messages longest if accompanied by a graphic — photographs work best and drawings are a distant second. Readers will go to the graphic first, so headlines work best below the photograph.
- 4) Audience-centered copy that avoids “we,” “us” and “our” sits best with target audiences who care most about the benefits they will receive (“What’s in it for me?”)
- 5) Artistic expression that doesn’t contribute toward selling products or promoting the company image isn’t really creative at all. Ads that win so-called creative awards almost always fail to meet objectives.
- 6) Despite the popular myth, long copy sells better than short copy. It tells the reader you have something to say.
- 7) Watch out for fads, myths and “trendy” technology. “White space,” reverse type, bullets, “ghosting” of images, and other techniques have their place in the artist’s toolbox, but there is no indication these make ads more effective. More often than not, trendy techniques are the first to become dated. Remember Harvest Gold or Avocado Green kitchens and baths?
- 8) Repetition and consistency are absolutely essential. Don’t over analyze your ad or give up after one or two insertions if your aunt doesn’t like the message. Most people need to see a message multiple times before they act.

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