

Ag Fact!

- The majority of people (~65%) take in information _____!

Ag Fact!

- The majority of people (~65%) take in information visually!

Advertising Copy Layout

Focus on the bold words!

Draw pictures!

Advertisement Layout

Goals:

- ❑ Create interest in a product/service
- ❑ Convince customers to select your product/service

SHIPMENT PROTECTION

EVEN ON ITEMS YOUR WIFE WISHES WEREN'T PROTECTED.

MOVING PROTECTION

PACKING AND UNPACKING

STORAGE SERVICES

SERVICE GUARANTEE

CUSTOMER SUPPORT

RESIDENTIAL OR COMMERCIAL

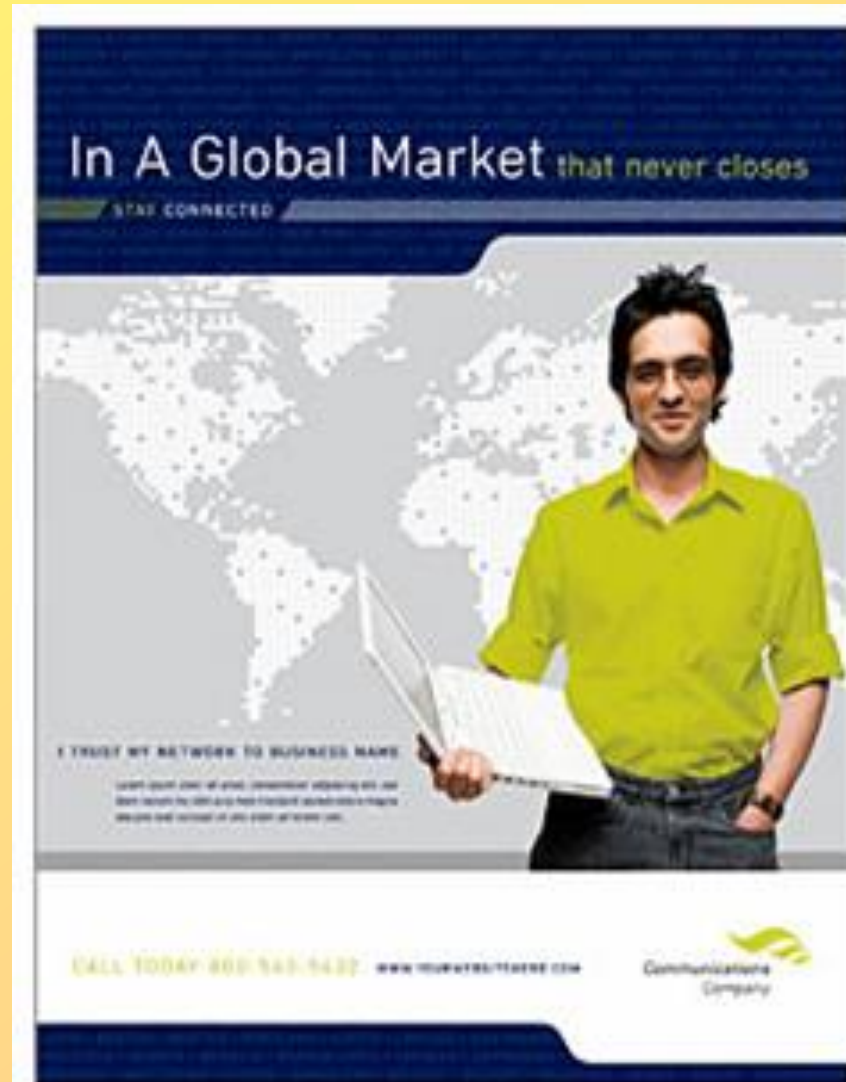
MOVING CO.

800.828.1234 | WWW.MOVING.COM

Advertisement Layout

Goals:

- ❑ **Connect people** looking for your product/service to you
- ❑ **Communicate where** they can find this product/service



Advertisement Layout

- **Layout Rules** - based on David Ogilvy
 - Visual (top left)
 - Caption
 - Headline
 - Copy (use a drop cap)
 - Signature (bottom right)



How well do you know your customers?

Learn more about your customers and their needs. Our research and analysis services help you understand your customers better than ever before. We provide you with the insights you need to make informed decisions about your business. Contact us today to learn more.

Our research and analysis services help you understand your customers better than ever before. We provide you with the insights you need to make informed decisions about your business. Contact us today to learn more.

L Put your logo, contact information here.

Advertisement Layout

- Variations on the rules
 - Use headlines first if it has more impact than your image
 - Put headlines to the right of the image



How well do you know your customers?

L... Put your logo, business name, and contact information here.

The advertisement features a close-up of a man's face, looking slightly to the right with a neutral expression. He is holding a yellow bottle of shampoo with the word "Shampoo" written vertically on it. The background is dark and out of focus. The headline is positioned at the top right, above the man's head. Below the image, there are two columns of text, each starting with a large letter 'L'. The text is small and difficult to read, but it appears to be a testimonial or a short story. At the bottom right, there is a logo consisting of a yellow circle with a black 'L' inside, followed by the text "Put your logo, business name, and contact information here."



Advertisement Layout

Key Things to Remember:

1. Make it look good!

- Make it appealing, eye-catching
- Use clear, specific pictures
- Use bright colors that work together

HOW DOES YOUR GARDEN GROW?

WWW.THEGARDENERS.CO.UK

Services Offered:

- Tree and Hedge
- Waste and Clearance
- Landscaping and Groundwork
- Garden Makeovers
- Decking Installation
- Water Features

lastnames
GARDENING AND CARE SERVICES

01202 846 2828



Advertisement Layout

Key Things to Remember:

2. Keep it simple!

1. Focus on what you want customers to know!
 1. Ex: Sale! New Product! Upcoming Event!
2. Use short, powerful words and keep writing brief



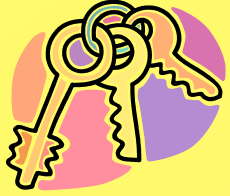
Advertisement Layout

Key Things to Remember:

3. Know what you are selling and who it is for (target audience)!

1. Make sure your ad is consistent (pictures/words/etc)
2. Use key terms/etc that will reach your target audience





Advertisement Layout

Key Things to Remember:

4. Include an Action!

1. Give the customer something to do
2. Ex: Come by our store (include address/directions); Call us now! (give number); Don't miss this! (time/place); etc

Advertisement Layout

Example 1

On sale now:

Cars and trucks
All on sale



This weekend only at RaceCarsInc

Advertisement Layout

Example 2

RACECARS!
RACE TRUCKS!
ALL MARKED DOWN!



This weekend only at **RACECars!**

Corner of 1st and 2nd - across from the Market
Questions? Offers? Call Mike at 459-1234!

Advertisement Layout

Example 3



2011 Speedster NOW \$199,995!

Now is the time to get yours!
Offers good for November 23-
25 2008 - Stores open 8am to
6pm

**RACECARS!
RACE TRUCKS!
ALL MARKED
DOWN!**

**This weekend only at
RACECars!INC**

Corner of 1st and 2nd - across from the Market
Questions? Offers? Call Mike at 459-1234!

Ad!

- Create an ad for DC Coop
 - Veteran's Day Weekend Sale
 - All winter clothing on sale
 - All fencing on sale

DC Coop

3171 NE Stephens St. •
Roseburg, OR • 97470 •
P: 541.673.0601

