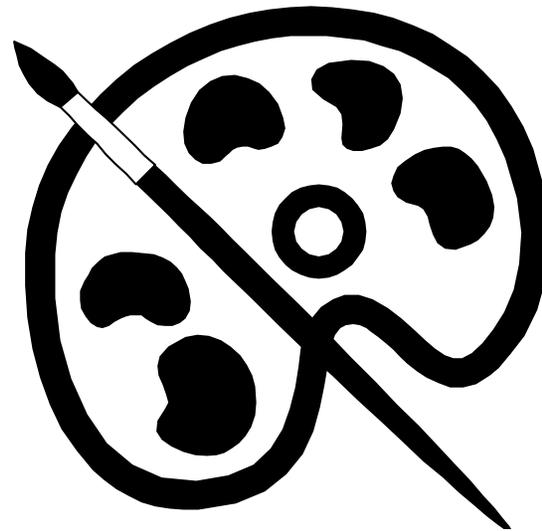


# Ad Design for Non-Designers

Written by Jim Busch, TLI Faculty Member



*"Inspiring Dreams, Realizing Potential"*



# The Big Question

Are you a... Salesperson?

Or are you ...



An advertising professional?



Do you have  
MAD Skills



## What It Takes to be an Advertising Pro

**Sales people sell space. They sell holes in the page.**

**Advertising professionals sell programs and ideas which motivate the public to patronize their client's business.**

***"Don't sell space...sell success! Your job is to go to advertisers with creative ideas to stimulate their success."***

***Frank Marmion***



Don't be a  
space cadet



# The Challenges of Being an Advertising Rep

Most sales people just have to sell their products.

Advertising reps have to sell the program, then design an ad that will sell the advertiser's products to his customers.

We have to manufacture our products as we go along.

Don't try this at home, I am a professional



## Statutory Definition of Advertising

Advertising is generally intended to mean a paid form of message disseminated by businesses (through such media as television, radio, newspapers, posters, mailings, the Internet) specifically and systematically designed to influence the attitudes and decisions of individuals in relation to their consumption of goods and their use of services.

**“specifically and systematically  
designed to influence the attitudes  
and decisions of individuals”**

Ad design, it's  
not just a good  
idea, it's the law



# What Makes Advertising Work?

The three elements of successful advertising

Reach—who receives the advertising

Frequency—how often the audience sees the advertising

Message—what the advertising says to the reader

*"The simplest definition of advertising, and one that will probably meet the test of critical examination, is that advertising is selling in print."*

*Principles of Advertising 1923*



Recipe for  
successful  
advertising



## Managing the Message

The advertising should reflect the customer's business and tell their story to the public.

Readers who are not familiar with the advertiser's business will form an image of them based on the look and content of their ads.

Each ad is essentially another location for the customer's business.

*"Advertising is the ability to sense, interpret . . . to put the very heart throbs of a business into type, paper and ink."*

**Leo Burnett**



The Leadership Institute

*Lighting the Way*

"Your  
Advertising is  
'you' in print"



Recruit 1000's  
of sales people  
for your clients



## Selling the Customer

**An ad is a sales call in print. You want the reader to know the unique value your customer offers to the consumer.**

**Like all sales presentations, you must communicate your message clearly and effectively.**

**Like a sales call, an ad must be carefully planned and properly structured.**

***"Advertising is salesmanship mass produced. No one would bother to use advertising if he could talk to all his prospects face-to-face. But he can't."***

***Morris Hite***



The Leadership Institute

*Lighting the Way*

## The A.I.D.A. Formula

**A Attention**

**I Interest**

**D Desire**

**A Action**

A.I.D.A.



## Attention

Always design your advertising with the reader in mind.

Think about how they interact with your paper.

Usually they are in a hurry. You have to grab their attention as they scan through the pages.

Ads have to “*POP*” off the page.

*“If your advertising goes unnoticed, everything else is academic.”*

***Bill Bernbach***



Stop look at me.  
Over here!



## Attention

### Making an ad “POP”

To stand out your ad has to break the monotony of the page. You have to break the pattern.

- To do this use:
- White Space
  - Reverse Type (Within limits)
  - Bold Type
  - Prominent Art
  - Type Set on an Angle
  - Broken Borders
  - Color

Grab'em by  
the eyeballs



What's in  
it for me?



## Interest

Once you've attracted the customer's attention, you have to hold on to them.

You have to tell the customer what the advertiser can do for them and why they should choose to do business with your customer.

Most community paper ads tell who (Customer's name, What (Products and prices), When (Business hours), Where (Location) but not Why (Cheapest, best quality, fastest, most convenient).



**What makes you think you're so special?**

**Before building any advertising program, you need to probe the customer to discover their USP, their “Unique Selling Proposition.”**

**Their USP is what sets them apart from their competition. The USP is the primary reason that customers should choose to do business with the advertiser.**

**Ads should prominently showcase the USP.**

**Unique Selling  
Proposition**



What'ev

## Big deal! So what!

When placing anything in an ad, ask yourself:  
“Does this matter to the average consumer?”

For example: “Clear-vu Windows-Employee  
owned and operated since 1948.”

Why should I care about the ownership of the  
company? How does that affect me?

Everything in an ad should be relevant to the  
customer and motivate them to take action.

“If you can't turn yourself into your customer, you  
probably shouldn't be in the ad writing business at all.”

Leo Burnett



I just  
gotta' git me  
one of those



## Desire

Once you have the reader's attention and peaked their interest you need to close the deal.

To make the reader desire your advertiser's products or services you need to engage their emotions.

The reader must feel that the rewards of buying the offering outweighs the effort and investment required to obtain it.

Readers don't want to buy an air conditioning unit, they want to buy a comfortable summer.



## Desire

Factors that engage the reader's emotions and heighten desire:

- **Scarcity (Just 5 in stock)**
- **Limited time**
- **Status (For the discerning buyer)**
- **Security (Keep your family safe)**
- **Need for approval (Your kids will love this)**
- **Savings (lowest prices of the year)**
- **Free (Free dessert with dinner)**
- **Indulgence (You've earned a treat)**

Sell the sizzle,  
not the steak!



Adjectives and  
adverbs are  
your friends



## Desire

The more descriptive you are when describing the benefits offered by the customer's business, the more positive image you will create for them.

**Don't just sell a pizza...**

**Sell an authentic hand tossed Italian pizza thickly layered with the finest toppings and baked to perfection in our wood fired artisan oven. A delight for the eyes and the taste buds!**

**"It ain't braggin', if you can back it up." My Dad**



Cha-ching!



## Action

Once you've attracted the reader's attention, got them interested and heightened their desire, you need to get them to reach out to the advertiser.

Because print advertising is tangible and easily retained, our products motivate readers to take action at a much higher rate than most other media.

*"Many a small thing has been made large by the right kind of advertising."*



Go for it!



## Action

### Factors that lead readers to take action:

- Call to action (Call Now!)
- Credit Card Logos
- Toll-free numbers
- Check us out on the web
- Maps, Free Parking (Convenience factors)
- Reduce the risk (Free estimate, Free trial)
- Guarantees

**"Advertising is the 'wonder' in Wonder Bread."  
Jeff Richards**



## Visual Communication

The look of the ad says as much about the advertiser as the ad copy.

If a reader that has never visited the customer's business sees a cramped and cluttered ad they will naturally assume that the customer's store front is cramped and cluttered.

A clean ad with lots of white space projects an upscale quality image.

*"Your advertising is you in print"*  
*Cecil Hayman*



Dress your ad  
for success



# Visual Communication

## Legibility versus Readability

**Just because consumers can read your ad, it doesn't mean they will.**

**People are basically lazy. They will skip over ads that are hard to read.**

**Never forget that the ad will look different in the paper than it does on a computer or on a print out.**

Can you  
read me now?



# Visual Communication

## Legibility versus Readability

**Ads with too much copy are difficult to read because they lack contrast.**

**Small font sizes “blur” together, particularly for readers over the age of 40.**

**Type laid over illustrations tend not to be read. Avoid thin lines and ornate type fonts.**

Can you  
read me now?



# Visual Communication

## Legibility versus Readability

The best ads:

- Have lots of white space for contrast & visibility.
- Use simple type fonts without key lining or shadowing.
- Limits the use of reverse type and only reverses larger type sizes.
- Does not place print on shaded areas of illustrations.

Can you  
read me now?



## Using Illustrations

**We live in a visual society, illustrations attract attention and can communicate key points.**

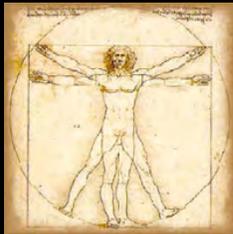
**When using illustrations:**

- **Use art related to the customer's business**
- **Use photos rather than line art**
- **Pictures of people attract more attention than pictures of inanimate objects, particularly face on photos (eye contact)**
- **One large photo is more powerful than a cluster of smaller pictures**

**A picture  
is worth a 1,000  
words**



Take your eyes  
out for a walk



## Visual Balance and Flow

**An appreciation of certain design elements are hard wired in the human brain.**

**Humans are naturally drawn to balanced and symmetrical designs.**

**In our culture we learn to read from left to right and top to bottom. We are in the habit of following this path through any document or ad.**

**We find anything that is asymmetrical or which requires our eyes to jump around the page disconcerting and difficult to read.**

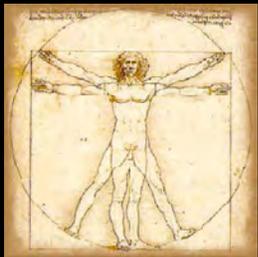


## Visual Balance and Flow

Things to keep in mind when laying out an ad:

- Look at everything (art, blocks of type etc.) in the ad as an element.
- Balance the elements left to right and top to bottom.
- Think about the path your eyes will follow through the ad. Make sure that path is clear and uninterrupted.
- Use the AIDA formula with the attention elements at the top, interest and desire in the center and finally the action step.

Make it easy for  
the reason



Color outside  
the lines



## Effective use of color

**Color is a powerful tool for attracting readers to a customer's ad.**

**Things to keep in mind when using color in an ad layout:**

- **How well your publication reproduces color**
- **The bolder the color the more it will “pop”**
- **When using lighter shades avoid small type and illustrations with fine detail**
- **Black type on a white background offers the best contrast and is always the easiest to read**



## Selling good design

As advertising professionals it is our responsibility to give our customers the best possible advertising programs.

***Whether they want it or not!***

Well designed ads produce the best possible return on the customer's investment and builds long term profitable relationships with them.

***That's worth fighting for!***



It's a tough job  
but somebody  
has to do it



## **Selling good design**

**The customer is an expert in their field and we are experts in ours.**

**By combining their expertise with our knowledge of effective advertising we can create a program that will produce the best possible results.**

**Allowing the customer to run an ineffective program does no one any good.**

**In the long run it is as important to sell the design as it is to sell the program.**

**1 + 1 equals  
one great ad**



## Selling Good Design

**Assert yourself and your expertise.**

**You are an equal partner in the relationship with the customer.**

**Customers will only respect you if you demand their respect.**

**You have to be firm with the customer and tell them that in your “professional opinion you recommend...”**

*“Properly practiced creativity can make one ad do the work of ten.” Bill Bernbach*



Assert Yourself



## **Selling good design**

**Develop a detailed and well thought out advertising recommendation.**

**You have to explain the reasoning behind your recommendation.**

**Describe how your program will benefit the advertiser.**

**Hold your ground, defend your recommendation.**

**Explain yourself**



## **Selling good design**

**Remind the customer what they are buying.**

**They are not buying real estate or space.**

**The value our products deliver comes from the response generated by their advertising.**

**Customers who try to get more from their money by cramming their ad with copy actually decrease the value of their program.**

10 pounds of  
potatoes in a 5  
pound sack



## **Selling good design**

**To sell graphics use graphics.**

**Use spec ads to sell your concept.**

**If a customer insists on seeing their idea, do two spec ads so they can see the contrast between the programs.**

**Use examples of good and bad ads from your publications to prove your point.**

**Ask the customer to share the impression he gets from the ads.**

Show and sell



## Some final thoughts

**Anyone can sell space, it takes a professional to sell effective advertising programs.**

**When you sell a good program everyone benefits.**

**When you sell a good program you improve your product and make selling new business easier.**

**When you sell a good program you can take real pride in your work.**

Let your work  
speak for itself



One final thought

*"Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read."*  
*Leo Burnett*



THANK YOU!



## Questions & Discussion

On behalf of The Leadership Institute, I would like to thank you for attending this training and wish you the best of luck with all of your future endeavors.

