



The Leadership Institute

Lighting the Way

FOUR ESSENTIALS OF AN EFFECTIVE ADVERTISING CAMPAIGN

©afcp 2006

**Written by Chris Dayton,
Faculty Member, The Leadership Institute**



Participant Module



“Inspiring Dreams, Realizing Potential”



THE 4 ESSENTIALS OF AN EFFECTIVE ADVERTISING CAMPAIGN

"The world is but canvas to our imagination," –Henry David Thoreau

INTRODUCTION

OVERVIEW

1. WELCOME

2. OVERVIEW

Once you've gotten a commitment to buy from a prospect, your job is only half done! Now you have to put together a program that generates Results, and that is an important responsibility to embrace.

Business owners are unique individuals. They represent about 5% of the population. They have an idea, a Vision, and they put everything on the line in pursuit of that Vision. If you build an excellent program that is aligned with what the business owner wants to accomplish (satisfy the Customer's Need), not only will you be succeeding as a professional, but you'll also have a Customer for life.

How do you do that? You have to be an expert.

The dictionary defines "expert" as:

a person having or demonstrating a high degree of knowledge or skill.

You have to guide business owners and make well thought-out recommendations. You have to be teachers, mentors. Advertisers rely on you to be an advertising expert, just as they see themselves as experts in their business.

Remember this relationship cascade:

First, the Reader wins



Second, your Customer wins



Third, your Company wins



Only THEN, do YOU win.

This is important to understand, because your ultimate success is predicated on how well your program works for the Customer. Making the sale initially is only a small part of the process!



THE 4 ESSENTIALS OF AN EFFECTIVE ADVERTISING CAMPAIGN

"The world is but canvas to our imagination," –Henry David Thoreau

THE LANGUAGE OF ADVERTISING

TODAY'S TOPICS



The Language of Advertising

Has anyone here ever hired a lawyer? Why did you do that? Why not just walk up to the courthouse, ask for the judge, and plead your case?

You hired the lawyer because there are protocol and laws about which you are unfamiliar. In short, you don't speak the language of law, and you run the risk of losing if you don't hire a professional to speak the language of law on your behalf.

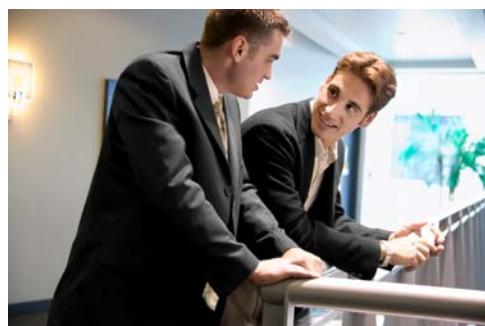
Just as a lawyer speaks the language of law, it is your responsibility to speak the Language of Advertising on behalf of your Customers. Business owners are smart, driven individuals, but they need YOU, The Advertising Expert, to help them speak the Language of Advertising, or they risk wasting their advertising investment.

Today's Topics:

In this segment we will break down the Language of Advertising into four essential elements: **Value, Impact, Circulation and Consistency.**

First, we will look at each of these elements individually.

Next, we will examine how the pieces fit together, so that you can build strong programs for your customers, and so you can communicate clearly how your program addresses their goals.



THE 4 ESSENTIALS OF AN EFFECTIVE ADVERTISING CAMPAIGN

"The world is but canvas to our imagination," –Henry David Thoreau

VALUE

OFFER



3. VALUE

Value is very simply "what's in it for the reader of the ad." It is a **Call to Action**. A good value in advertising is the most effective means of causing a prospective customer to **ACT**. It sets a sense of urgency.

So, how does an advertiser communicate value in an ad?

A. Offer

What is the best type of offer?

1. Dollars off dollars spent (ex: *\$5 Off when you spend \$20 or more*)
2. Percentage off (ex: *10% off entire job*)
3. FREE
 - 4. Buy one get one (*BOGO*), or variations (*like "Buy one get the second half price"*)
 - 5. Price points (*\$9.99 Oil Change*)

Offer "Don'ts"

1. If the advertiser is looking to unload items they have been unable to sell, it is unlikely that an offer featuring that item will generate sales.
2. Restrictions that limit a Consumer's ability to react. Ex: Free manicure with pedicure, between the hours of 12:00pm and 4:00pm, Monday and Tuesday only. This is the classic example of a Customer attempting to force a particular type of response. Consumers will do what they want, or what is convenient for them, NO MATTER WHAT THE OFFER IS. **A good offer lets consumers do more of what they want to do, not more of what you want them to do.**
3. Low percentages off. Ex: 5% off delivery. That doesn't even cover tax!

THE 4 ESSENTIALS OF AN EFFECTIVE ADVERTISING CAMPAIGN

"The world is but canvas to our imagination," —Henry David Thoreau

PERCEIVED VALUE

Perceived Value - Sometimes selling the offer can be tougher than selling the deal! It's the message, the Perceived Value, that matters. Consider the differences between a \$1 bill and \$20 bill. How are they different? They are the same size, same ink color, same layout. Why are they valued differently? Because the MESSAGE each bill conveys represents a different value.

How else do you communicate value?

Convenience – hours of operation, location, etc.

Credentials – certifications, experience, testimonials, etc.

Competitive advantage – how the advertiser is unique from competitors.

Remember, no value means no response. As a professional, it is up to you to ensure that the advertising message is compelling.

IMPACT

4. IMPACT

Impact is the element of the advertising program that gets your message noticed. According to studies, a reader spends an average of 2-3 seconds on every ad. How will you make sure that your message stands out among the rest? Are you going to whisper about your business, **or are you going to yell from the rooftops?**

Ideas for generating **Impact**:

- A. **Ad size** – ability to merchandise with multiple offers on larger ads
- B. **Position** – Where the ad falls in the publication (Front Cover, Inserts, etc.)
- C. **Color** – Use **Full color** whenever possible!



THE 4 ESSENTIALS OF AN EFFECTIVE ADVERTISING CAMPAIGN

"The world is but canvas to our imagination," –Henry David Thoreau

IMPACT
GET THE
MESSAGE
NOTICED!



D. Dominating graphics or photos – Studies show graphics represent **66%** of ads that are deemed most to be most effective.

E. Use of type styles and boldness – Sets apart key information within the ad.

F. White space – Avoid stuffing an elephant into a Volkswagen! White space is an important element of a High Image ad.

G. Offer – In value-driven publications, the offer draws Readers to the ad.

H. Headline – The “ad for the ad.” Readers will decide whether or not to read the ad based on how strong the headline is.

I. Layout – Reduce inventory ads will contain many bursts and offers and exclamation points. High image ads will be much cleaner, use full color where possible, with fewer offers.

Not all advertisers can afford high impact all the time. Sometimes you can “pulse” your advertising program. This means do a series of lower impact ads followed by a high impact ad.

Any of these elements can be misused or overused. Always keep in mind the ultimate goal(s) of the advertiser when designing the ad.

THE 4 ESSENTIALS OF AN EFFECTIVE ADVERTISING CAMPAIGN

"The world is but canvas to our imagination," –Henry David Thoreau

CIRCULATION
REACH ALL OF
THE RIGHT
PEOPLE

SLOW VS. FAST
CYCLE



4. CIRCULATION

Where Impact represents how your advertising message affects a reader, Circulation represents which readers you will target. Circulation is the “numbers game” of your advertising program.

Two main issues related to Circulation:

1. Geographic vs. demographic targeting

Geographic targeting usually relates to where the advertiser's Customers come from, and where they *want* Customers to come from. Most retail businesses draw from a relatively small radius around their location, anywhere from 1 to 10 miles away. Service businesses typically draw from anywhere they can service comfortably. For example, a nail salon will likely have a limited radius, where a carpet cleaner could cover a much larger geography.

Demographic targeting relates to the types of Customers an advertiser wants to reach.

Do they want to reach...

- ...*homeowners or renters?*
- ...*higher income or lower income?*
- ...*higher home value or lower home value?*
- ...*older homes or newer homes?*
- ...*younger population or older population?*
- ...*families or single people?*
- ...*men or women?*

2. Slow cycle vs. fast cycle

Slow cycle businesses are businesses with a longer timeframe in between purchases. For example, a mortgage business would expect Customers to use them less frequently than a pizza parlor.

THE 4 ESSENTIALS OF AN EFFECTIVE ADVERTISING CAMPAIGN

"The world is but canvas to our imagination," –Henry David Thoreau

EYES VS. SIZE

CONSISTENCY



Fast cycle businesses usually require a smaller circulation than slow cycle businesses. They have a shorter timeframe in between purchases. Consider the example above: a pizza parlor will most often advertise to the circulation within a few miles of the location, whereas the mortgage company will more likely advertise to a broader circulation.

"Eyes vs. Size"

Generally speaking, there is an inverse relationship between Impact and Circulation. This means that a business requiring high circulation (slower cycle) will likely focus more of its budget on reaching more readers than on the impact of the ad. In other words, more "eyes" than "size."

And, a business that should only reach a small circulation (fast cycle) will probably invest more of its budget on impact. More "size" than "eyes."

This is a generalization, and there are exceptions. The car business comes to mind. New car ads tend to be high impact *and* high circulation, even though the car business is a slow cycle business. This speaks to the level of competition between car dealerships – they need to invest a great deal to earn each Customer, but a Customer can be very lucrative!

CONSISTENCY

The final crucial element of a strong program is consistency multiple impressions of your advertising message to readers.

Advertising is about making and breaking habits. Isn't that true? A reader who shops at Business A and not at Business B has a shopping *habit*! Business B has to *break that Customer's habit* to win that Customer away from Business A!

Who has ever quit smoking? Was that an easy habit to break? That may be an exaggerated example. Think of where you go to get your hair cut or styled. How often do you change stylists? Most people don't change that often. They find someone with whom they feel comfortable, and

THE 4 ESSENTIALS OF AN EFFECTIVE ADVERTISING CAMPAIGN

"The world is but canvas to our imagination," –Henry David Thoreau

RETICULAR ACTIVATION



they won't change unless something pretty drastic happens, like the stylist moves or gives terrible Customer Service. A **consistent message** allows you to reach a reader when **their needs** arise.

Researchers say it takes 21 days to break a habit. In the world of advertising, a consistent message unlocks the door to response if that message has a good Value, Impact and the appropriate Circulation.

Reticular Activation - Until an advertiser's product or service is needed, consumers could care less about your ads – they won't even notice it. This is called Reticular Activation – your eyes will only pick up a message that your brain is ready to accept! Eventually, once the consumer has a need, they will respond, but not before. So, why do advertisers want the dreaded "let me try it once and see how it works" program? Two reasons:

1. *Business owners are risk-averse when it comes to advertising. They fear long commitments because of the potential that the ad won't work and they will have wasted money.*
2. *The reputation of advertising salespeople is that we want long commitments so we can lock in great commissions.*

We know the reality: the *least risky* program is the long term program. One-time ads are gambles, they may work or they may not work, and it has **nothing to do with your publication**. The best-read publication sometimes generates low response, particularly if your Readers have never seen the ad before! Readers will react to an ad when the time is right for **them**, not when the time is right for your customer.

THE 4 ESSENTIALS OF AN EFFECTIVE ADVERTISING CAMPAIGN

"The world is but canvas to our imagination," –Henry David Thoreau

V x I x C x C=
RESPONSE

5. THE LANGUAGE OF ADVERTISING: TYING IT ALL TOGETHER

V x I x C x C = Response

If any element of this equation is "zero," response is zero. I jokingly refer to this segment of training as the most important one of all. What good is selling to a Customer if the program doesn't work?

Every program you develop requires VICC. Test every program you develop in each area of V I C C. I encourage you to communicate this with your Customers. It positions you as the expert, the teacher, and that lends credibility to you, your company, and your recommendation.

It takes work and time to become fluent in the Language of Advertising. But the payoff is exceptional, and I suggest you take it just as seriously as a lawyer would in learning the Language of Law. You will retain more Customers, you will increase your revenue, you will enjoy the satisfaction of helping to grow your Customers' businesses, and you will generate more referrals. In short, your Customer will win, your Company will win, and you will win.



THE 4 ESSENTIALS OF AN EFFECTIVE ADVERTISING CAMPAIGN

"The world is but canvas to our imagination," –Henry David Thoreau

SUMMARY

6. SUMMARY

Remember to judge all of your advertising recommendations and proposals against the VICC Criteria:

- **Value**
- **Impact**
- **Circulation**
- **Consistency**

Doing so will enable you to ensure your customer that you have helped them build a program that will generate results.

QUESTIONS & DISCUSSION

On behalf of The Leadership Institute, thank you for attending this class. We believe that the continued growth of the free paper industry begins with a well-trained, energized sales force.

For more information on TLI's course offerings, check out the afcpconference.org website.

"I know the price of success: dedication, hard work and an unremitting devotion to the things you want to see happen."

—Frank Lloyd Wright

