

How to create your print ad

	Stage	Definition	Advice
	Decide on your format		
	Define your communication objective		
	Determine your target audience		
	Develop your concept		
	Make up your headline		
	Sketch your visual		
	Write the copy		

1. ▶ Is it going to be a poster, a half-page magazine ad, or a tiny box in the corner of a newspaper? Make this decision based on the target audience you're trying to reach, and the amount of money you can afford to spend.

2. ▶ Only about 5% of people will read this.

3. ▶ The most important thing to remember here is that it must be short, snappy and must touch the people who read it.

4. ▶ This is the underlying creative idea that drives your message. Even in a big ad campaign, its concept will typically remain the same from one ad to another, and from one medium to another. Only the execution of that concept will change. So by developing one that is effective and powerful, you open the door to a number of very compelling ads.

5. ▶ This is the essence of your message. If you want to tell people not to wear fur coats because it's cruel, then that's your communications objective.

6. ▶ Though you don't absolutely require one, it will help draw attention to your ad. Research indicates that 70% of people will only look at the visual in an ad, whereas only 30% will read the headline.

7. ▶ Who is your message intended for?

If you're speaking to kids, then your language and arguments will have to be understandable to kids. On the other hand, if you're speaking to high income earners, then your language will have to be more sophisticated.

A ▶ *If you're talking to kids, a poster in one high school will not only cost less, it will actually reach more of your target audience than a full-page ad in the biggest paper in town.*

B ▶ *It must affect the reader emotionally, either by making them laugh, making them angry, making them curious or making them think.*

C ▶ *Remember: two strong arguments will make more of an impression than a dozen weaker ones.*

D ▶ *So take your time developing a concept that's strong.*

E ▶ *Suggestion: use photographs instead of illustrations whenever possible: people tend to relate to realistic photographs more easily than unrealistic ones.*

F ▶ *This is what beginners most tend to neglect, although precision in this matter is crucial to good communication.*