

AD DESIGN ELEMENTS

UTILIZE AIDA

Attention — The first thing your ad needs to do is grab the reader's attention. You achieve this with your headline.

Interest — Once you've got their attention, you need to create an interest in your product or service.

Desire — There is a big difference between being interested in a product or service and desiring it. You need to convert the reader's interest into a strong desire for what you are offering.

Action - Even if someone desires what you have, it is not enough until they take action. At the end of the ad, you need a call to action. Tell people exactly what they need to do to follow through and make it easy for them to do so.

RECOMMENDATIONS BASED ON NEWSPAPER ASSOCIATION OF AMERICA STUDY

- Headline should contain a benefit
- When 3/4 of ad space is dedicated to illustration, recognition rates increase by 50%
- B/W ad contrast - Two identical ads, one with white background, one with black - twice as many people remember seeing an ad with a black background
- Exposure to content in multiple forms of media increases memory retrieval
- Text should contain memorable benefits
- Colors that enhance recognition are sky blue, golden yellow and shades of blue-green

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