National University of Uzbekistan
Foreign Philology faculty
English Philology Department

Principles of Effective Print Advertising

By Dilkhumor Israilova

Principles of Effective Print Advertising

☐ Establishing an Objective

☐ Sell to the Objective

☐ Designing the Ad

☐ Evaluate the Ad

Establishing the Objective

☐ Main selling idea should be aimed at the objective; resist the temptation to add more

☐ Support the main selling idea with all elements of the ad

- Headlines
- Visuals
- Copy

Sell to the Objective

☐ Sell the merits of the Product or Service

   ■ What's in it for me?

☐ Emphasize benefits, not facts

   ■ Fact: Birdie Drivers are made of solid unobtanium with a unique plasticized hydroid alloy core

   ■ Birdie Drivers are lighter, faster, harder, and cheaper than our competitor Bogie Drivers, and they consistently hit longer, straighter shots

Designing the Ad

- Design for Easy Reading
  - KISS
  - Solve a problem
  - Call to action
  - Don't try to cram everything in
  - Don't overfancify your design
  - Avoid:
    - Dark backgrounds
    - Small headlines
    - Difficult to read fonts
    - Unrelated images
    - Atypical layouts

Designing the Ad

- ☐ Illustrate your product in use
  - ■ Show what the product can do for the reader
  - ■ Avoid static graphics showing whole lines of products
- ☐ Avoid Humor and Shock value
  - ■ You're probably not as funny as you think you are
  - ■ Humor or shock almost never works toward your objective

Evaluate the Ad

- ☐ Repeat a Successful Ad; Drop an Unsuccessful One
  - ■ Repetition is good, to a point
  - ■ Good ads wear out a lot slower than you think
  - ■ Because you are tired of it doesn't mean your audience is
- ☐ Don't Blame Ad Placement for Poor Performance
  - ■ Design has far more to do with the success than getting it on cover 4.

Copywriting for Print

- ❑ Two categories of copy used in print advertising are:
  - ■ Display copy, and
  - ■ Body copy (or text)
- ❑ **Display copy** includes all elements that readers see in their initial scanning.
  - ■ Elements such as headlines, subheads, and taglines are usually set in larger print sizes designed to get attention.
- ❑ **Body copy** includes the elements that are designed to be read and absorbed, such as the text of the message and captions.

Headlines

Headline is The Most Important Display Element and Should:

- **Attract Only Those Who Are Prospects**

- **Work in Conjunction With the Visual to Stop and Grab the Reader's Attention**

- **Involve the Reader**

- **Include the Selling Premise**

- **Lead Readers Into the Body Copy; 20% Who Read Headlines to go Copy**

Types of Headlines (Tab. 12.1)

Headlines Can be Grouped Into Two General Categories

Direct Action   **Indirect Action**

Direct Action	Indirect Action
Assertion	Puzzles
Command	Associations
How-to Statements	
News Announcements	

Other Display Copy

- ☐ **Captions** (copy under illustrations) have the second highest priority in copy.
- ☐ Copywriters also craft **subheads** that continue to help lure the reader into the body copy.
- ☐ **Taglines**, which are short catchy phrases, are particularly memorable phrases used at the end of an ad to complete or wrap up the idea.
- ☐ **Slogans**, which are repeated from ad to ad as part of a campaign, also may be used as taglines.

Practical Tips
Writing Catchy Phrases

- The repetition of structure and sounds contributes to memorability.
  - **A startling or unexpected phrase**. Think back to Nike's "Just Do It" tagline.
  - **Rhyme, rhythm, alliteration**. Use repetition of sounds, as in the *Wall Street Journal's* "The daily diary of the American dream."
  - **Parallel construction**. Use repetition of the structure of a sentence or phrase, as in the Army's "Be all that you can be."

Designing for Print

☐ First responsibility of the art director is to choose visual elements used in ad or commercial to produce a **layout**.

- Plan that imposes an orderly arrangement that is aesthetically pleasing.
- Map, the art director's blueprint.
- Communication tool for others so that the idea can be discussed and revised.
- Many ways to lay out an ad; different ways create different feelings about the product.

Layout (Handout)

The General Steps in a Layout Are:

Thumbnail Sketches
Preliminary Sketches

Rough Layouts
Ads Done to Size Without Attention to Looks

Semicomps
Layout Drawn to Size, Used for Presentations

Comprehensives
Art is Finished, Designed to Impress Audience

Mechanical
Largely Computer Based and Generated to Guide Color Separations

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