

## ADVERTISING Checklist

- Does the advertising speak directly and clearly to your target audience?
- Does it offer a main idea?
- Will it stand out on the page or on screen? (If it's a newspaper ad cut it out and place it in position. How does it stand out?)
- Is it distinct from your competitors? Many people wrongly see similarity as a benefit. Do everything in your power to make your ads stand out and be different; at the same time retaining your brand identity.
- Is the typography – the fonts used - well-balanced? Is the layout clean and logical? Is it easy to read? Does the headline draw you into the copy? Does the copy keep you reading on?
- Will the advertisement reproduce well, or translate well onto the screen? Are the production methods being recommended appropriate? Especially on television and radio, professional production is vital if your advertisement is to have credibility. A cheaply produced advertisement may reflect badly on your corporate image. How will your TV ad, for instance, stand up when viewed after a high profile consumer brand ad?
- If using TV or radio, be sure that your idea is incredibly strong and keep it simple. A good idea is a good idea, no matter how much it costs to produce - flashy production techniques cannot mask a poor idea. Don't be tempted to shoot live-action footage on a low budget and always get a good indication of the quality you might expect when completed.
- White space is good. Don't be tempted to create ads that uses every square inch of space for printed ad. One small word in the middle of a large white space will have far greater impact than a over-full, retail style advertisement with ever square inch covered.
- Is the "call to action" – the bit encouraging a customer to do something - easy to read? Are the contact numbers correct, are any forms easy to complete and return? Is the ad making it easy for the customer to respond? Free phone numbers and free post addresses get better response levels.