



PrintSells

Issues relating to the creation of
magazine advertising

PRINT. YOUR BRAND IN THEIR HANDS.



We decided to call these important issues rather than golden rules, because the first and perhaps only rule is that there are no rules !



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Important issues

1. Be striking. Make the ad visually arresting and interesting. The headline is a great place to start.
2. Get noticed but it has to be done in a relevant way. Headline and visual combination have to be right on. No point in putting a crazy visual just so that people stop to look at your ad. They might look, but just won't get it.
3. Keep the interest in the copy high - the more people who read the copy, the more likely they are to buy and use your product.
4. Keep your message simple and single, relevant and compelling.
5. Grab your reader's attention. Demonstrate that you understand them. Show that you have an insight into how they live and interact with the product in question.



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6. Go against the grain. While it doesn't always work, if everyone is going tacking left, you should tack right. If you want your brand to be perceived as different, your ads should be different too.
7. Give a fresh perspective to the category. New truths are more interesting and more likely to be noticed (and remembered) than old ones.
8. Understand your consumer, and bring that understanding to the page. Understand their beliefs, fears and prejudices if you want to get them to do as you wish.
9. Basic motivations don't change that much; as Bill Bernbach once said, While it is fashionable to talk about the changing man. A communicator must be concerned with the unchanging man what compulsions drive him, what instincts dominate his every action, even though his language too often camouflages what really motivates him.



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10. Make your advertisement fit the magazine it's going to appear in. If the readers are buying a magazine, it's because they're interested in the subject — so use that to your advantage.
11. Facts matter. If you've got something interesting and motivating to say about your product, say it. State it in an interesting and original way, and show why it is relevant. Show them the benefits of your product/service.
12. Be honest. By all means use hyperbole, but don't lie.
13. Make your reader feel smart. Don't make them feel stupid when they buy your product, on the contrary, make them feel clever, or sexy, or cultured, or that they have a sense of humour, and so on. Make it easy for them to have a positive feeling after buying your product/brand.



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14. Bring your reader into the ad. Leave the reader something to do in your ad, force him to complete the puzzle as it were. In this way he'll get involved, and then you've got 'em.



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Get Started
and
Good luck
with
Magazine communication!

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