

Designing a successful newspaper advert?

Placing a well thought out design will give your advert the best chance of success. At Newsquest Essex, we are always on hand to offer a design service but you may wish to know the thinking behind a good newspaper advert.

The “AIDA” formula is a simple process always worth remembering in advert design.

Attention - the first thing your advert needs to do is grab the reader’s attention - this is achieved with the headline, which will be looked at further on in this sheet.

Interest - When you get their attention, you need to create interest in your product or service.

Desire - The readers’ interest needs to be converted into a desire for what you have on offer. There’s a big jump between being interested in something and desiring it.

Action - Even if someone desires the product or service you have to offer, it’s not enough until they have taken action. An advert needs to set out clearly and make it easy for the reader to get in touch to take up the offer.

Attention
Interest
Desire
Action

Create an engaging HEADLINE

The headline is one of the most important parts of an advert; it is what will gain the attention of the reader in the first instance.

The headline will be either the heading at the top of the advert or in the case of no heading, the first words of the advert.

The main purpose of the headline is not to sell the product - it’s to get people to read the advertisement.

The headline should be about the readers and engage with them; it is rarely appropriate to have the name of the company/business in the headline.



Displaying benefits

Once the attention of the reader has been grabbed, the advertisement should show the benefits of the product or service on offer.

It needs to address the needs, desires and fears, whilst communicating the benefits of what you have to offer. Nobody will buy a product until they have understood how it will benefit them.

Colour

More Noticeable

The use of colour in an advert makes it more noticeable - Up to 40% more readers recall a colour advert than a mono version

Colour adverts are

“liked” more
77% greater response
for colour advertising

More Effective

92% thought a colour advert is more effective.

Source: Newspaper Society

The advertisement features two pairs of glasses. The top pair is a standard pair, and the bottom pair is a varifocal pair. The headline reads "varifocal spectacles two for the price of one". The Specsavers logo is at the bottom. The advertisement is annotated with four key elements:

- 1 CLEAR HEADLINE**: Points to the headline "varifocal spectacles two for the price of one".
- 2 MAIN IMAGE**: Points to the combination of the two pairs of glasses and the headline, stating "Combination of images, headline and offer, means few in the market will fail to register".
- 3 PRODUCT SHOT**: Points to the bottom pair of glasses, stating "Single, strong, hard to miss offer".
- 4 LOGO**: Points to the Specsavers logo, stating "Clear and well placed, with contact details underneath".

An "EYE-FLOW" arrow indicates the path from the headline down to the glasses, then to the offer text, and finally to the logo and contact details.

Varifocal lenses allow you to see near and far using just one pair of spectacles. And now, when you buy frames from our £75 range or above, with varifocal lenses from £90, you can choose a second pair of varifocal spectacles free. Your free pair will be from the same frame price range* and will be fitted with Specsavers Ultra™ varifocal lenses to the same prescription as your first. Other lens options are available at an extra charge – see in-store for full details. Offer subject to suitability. *Free second pair from standard ranges up to £149.99. Additional charge for all designer ranges as second pair. Excludes all rimless styles. *Excludes apply – please see staff for full details. Cannot be used with any other offer. Offer ends 31 November 2011. Spectacles shown total price £136, including Ultra-Compact varifocal lenses £100.

Specsavers
Opticians

1 Union Street, Tel: (0117) 922 5298, Kingwood, Tel: (0117) 947 8806
The Lombard Centre, Bristol, Tel: (0117) 966 4000, ASDA Store, Bedminster, Tel: (0117) 923 1839
Keynsham, Tel: (01179) 866226, The Contact Lens Centre, Union Street, Tel: (0117) 927 2931
www.specsavers.com

The example above shows good use of a headline, and the flow of an advert to attempt to take the reader through the AIDA process of attracting their attention, through to giving them the information to make contact.