

This quarter, you probably have some new brand features entering the market. Some of these new features will allow you to make stronger advertising claims.

YOUR TASK

If you are not getting ad ratings at least in the low 80s, then it is time to rethink your ad copy plan.

Check out the new benefits that you can include in your ads.

DECISION TIP

You can create ads that promote individual brands and ads that promote to an individual segment, especially if you have a broad selection of brands within that segment.

When designing a brand-specific ad, remember to feature that brand in the ad. Make sure you only make truthful claims.