***Brief Banner-Ad Thoughts***

**Language:**

-In my experience, a little euphony goes a long way. Tapping simple literary devices like rhyme, alliteration, assonance, consonance, etc., will help our ad copy achieve a higher signal-to-noise ratio.

Ex: “Study smarter, stress less,” “Quit cramming, study smarter,” “Save money, stay sane,” and “Score sky-high with Chegg Study Tools.”

-I like the idea of using relatively elevated, highfalutin language (aka big words) in our ad copy. (Our students are ostensibly clever and academically minded, and this could play positively to their intellects.) Keeping track of trending academic buzz words (when I was in college there were words and concepts like *deconstruction*, *panopticon,* and *heterotopia* that everyone learned about) can help us reach our audience on a more intellectual level.

Ex: “Grandiloquent circumlocution got you down? Try Chegg Homework Help free for 7 days,” and “*Übermensch* goin’ über your head? Check out Chegg.”

-I’d like to see a little more levity in our banner-ad copy. Here I mean that introducing some humor might help the message grab and stick more effectively.

Ex: “Study like a cheetah,” “Study like the wind,” “Save money, *and* your grades,” “Cut costs, not class,” “Rent books, puff your pockets,”

-Popular idioms can be useful as well.

Ex: “Get schooled,” “Make the grade,” “Turn homework into clockwork with Chegg Homework Help,” “Make short work of homework,” “Buy books by the book for less.”

**Target Audience:**

It seems like a good idea to treat our target audience as intelligent and hungry for knowledge. (After all, they’re here because they care.) By the same token, it might help to appeal to their intellectually hungry sides as opposed to their lazy, party-hungry sides.

This plays off the cool-hip-college-professor tone I was talking about last time we met. Somehow, these young academics are able to communicate intellectually and colloquially at the same time, and if we could achieve that too I think we’d be in a great place.