

PR 488: INTRO TO VISUAL COMMUNICATION

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# ADVERTISING TIPS

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**WHAT REALLY DECIDES CONSUMERS  
TO BUY OR NOT TO BUY IS THE  
CONTENT OF YOUR ADVERTISING, NOT  
ITS FORM.**

**David Ogilvy, advertising legend**

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# ADVERTISING: THE ART OF THE SALE

Advertising comes in many forms, from mailers to digital ads to brochures. Often times, you'll be asked to create a brochure and then distill one idea from it into ads in different formats. That brochure should jibe with your existing visual brand and language. The ads can be a little looser in terms of what they look like, but they should still feel like they're all from the same company.

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## TIPS FOR BROCHURES

- ▶ Know the purpose of your brochure. Are you advertising your services or a handful of key products? Are you telling the story of your company? Are you trying to convince the public you're the best person for the job?
- ▶ Show, don't tell. Imagery goes a long way in brochures. Show your product, show heart-rending imagery that rallies people to your cause, show the kinds of experiences you want to create, show people having a generally good time doing something that has to do with your product.

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## TIPS FOR BROCHURES

- ▶ Simplicity is best. You don't need paragraphs upon paragraphs of copy. Great headlines and bullet points go a long way. (You also don't have the room to write a novel.)
- ▶ Plain, conversational language works best. Think of how your audience speaks and talks and what kind of language they would like to be addressed in. Don't try too hard or sound overly sales-y.

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## TIPS FOR ADS (AND SOCIAL MEDIA GRAPHICS)

- ▶ A single ad is often derived from a larger campaign. What's the biggest takeaway you want people to have from your brochure? That's probably great fodder for your ad.
- ▶ An ad should communicate one clear message. It should not be ambiguous or try to convey too many ideas at once.
- ▶ An ad should catch someone's attention in some way, whether with color or a stunning image. You don't have a lot of time to grab someone's attention.

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## TIPS FOR ADS (AND SOCIAL MEDIA GRAPHICS)

- ▶ Contrast is your friend. You don't have a lot of room to work with in ads or social media graphics, so using white space to draw attention to something, or using contrast to draw attention to text is a great technique.
- ▶ Some other great tips can be found here (and it's also a great refresher on basic design concepts such as hierarchy, scale, contrast, and proximity as well): <https://blog.bufferapp.com/social-media-design-tips>

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**I'VE LEARNED THAT ANY FOOL CAN  
WRITE A BAD AD, BUT THAT IT TAKES  
A REAL GENIUS TO KEEP HIS HANDS  
OFF A GOOD ONE.**

**Leo Burnett, advertising legend**