

Seven Steps to Advertising Creativity

Much of the advertising we see today is mundane and disappears quickly into advertising clutter we find in all the different media. You can increase the effectiveness of your advertising with a new or different routine for creating your ads. It will take some of your time, but it will be time very well spent.

- 1. Start by spending a little time studying your market. It has its unique aspects, find out what they are. What is it that your customers value? Is there something that they value above their ordinary concerns? What are the most common wants and needs you encounter?*
- 2. Shift your focus and move on the thinking about and studying what benefits you have to offer your customers. Why should a customer choose to buy from you? What specific products or services do you offer that will address your customer's problems or concerns. Make a list of them.*
- 3. Let your creative mind take over. Stop concentrating on the subject, go on with your other activities. The groundwork you have done to this point will cause ideas to pop-up over the next few days. Your mind will go about connecting the benefits you offer with the needs and wants of your customers.*
- 4. Select your "Competitive Edge." Pick the one benefit you offer that does the best job of setting you apart from your competitors. It might be your people and their knowledge, the speed with which you can solve your customer's problems, the fact that you care more for your customers, a selection of unique products or any number of other things. Whatever it is, define it, clarify it and strengthen it. Your ads will undoubtedly offer a variety of customer benefits, but when your competition offers most of the same benefits, your "Competitive Edge" should stand out.*
- 5. Advertise with believability. Be careful with the way you express your offers. Avoid exaggeration and vagueness. Be brief, concise and very clear in what you say. Make your ads easy to believe.*
- 6. Get customers to take notice. Often customers don't pay attention to advertising. Your job is to change that. Your challenge is to get customers to notice and appreciate your competitive advantage. Capture their interest with a headline, a photo or both. Offer something unique, a special benefit, a unique service or an interesting visual presentation.*
- 7. Ask for action. It's not enough to lay out all the goods and let it go at that. After putting together your unique competitive offer, tell your customers what to do next and when they should do it. Call the store, come into the store, clip a coupon, etc. Ask customers to do something to get the selling process under way.*

When you're finished, ask yourself...

Is a clear competitive advantage communicated, one that promises benefits customers will value?

Will your toughest critics believe what the ad is saying?

Will the ad stand out from the advertising clutter of the newspaper, radio or TV?

Once your prospects see or read the ad, will they know what to do next and when to do it?

The way you get your business is the way you'll lose it. If you got it on price, you'll lose it on price.

Rob Peterson

What you're ultimately selling is the people responsible for your product or service.

Jack Matthews

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You Never Pay More for First Class Service at (Store Name)!

Appliance EXTRA VAGANZA

If you've been waiting for just the right time to buy, This is It! Today through Sunday!

SAVE \$000 ON THE PAIR

NEW \$000 CASH!

NO INTEREST 'til 2000

On All Appliances \$399 & UP!

No Interest Financing offer on purchases over \$399, on approved credit. To avoid any interest, account must be paid in full within the specified time.

SAVE \$000 ON THE PAIR

NEW \$000 CASH!

NEW \$000 CASH!

FREE DELIVERY

On All Appliances \$599 & UP!

With Mail-In Delivery Rebate. Within 20 Miles.

FREE 10 YEAR Major Component Warranty \$59.95 Value

NEW \$000 CASH!

1/2 Price Replacement Installation

On All Maytag Dishwashers!

With Mail-In Installation Rebate. Come in for details.

FREE 10 YEAR Major Component Warranty \$59.95 Value

NEW \$000 CASH!

NEW \$000 CASH!

Where You Get More For Your Money & Guaranteed Satisfaction!

Store Name

APPLIANCES - ELECTRONICS - FURNITURE

Address, City, Phone #, Hours

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Why Pay More?

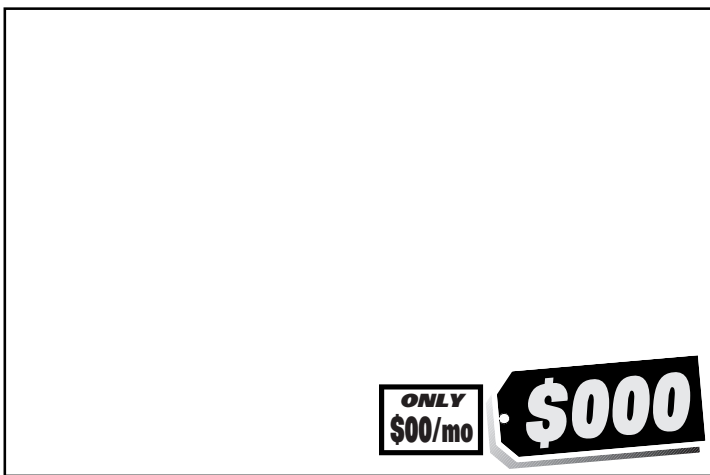
**JUST GET MORE AT
(Store Name)**

SUPER SAVINGS
Lowest prices on TVs, VCRs, VHS, Audio, Video, Appliances & more

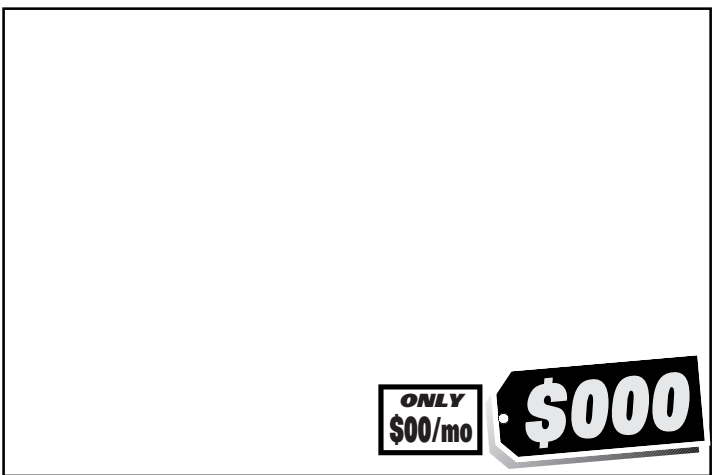
SUPER SELECTION
A wide variety of products like Sony, RCA, VHS, Video, VCR, Audio, Video, etc.

SUPER SERVICE
Honest, courteous, & professional service. No hidden charges.

SUPER SATISFACTION
Quality products, guaranteed, and repair & replacement services.



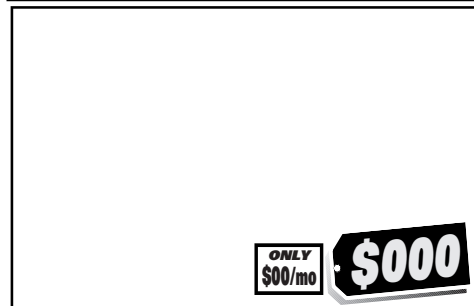
ONLY \$00/mo \$000



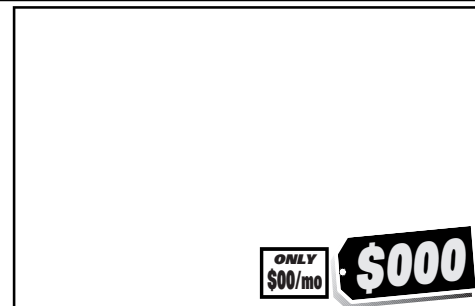
ONLY \$00/mo \$000

(Store Name's) UNBEATABLE LOW PRICE GUARANTEE

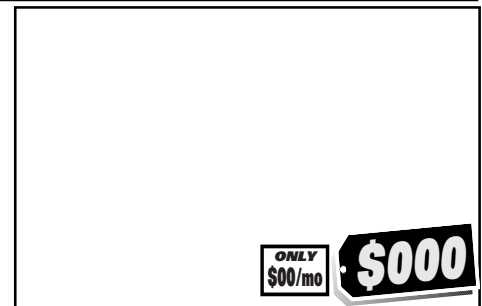
(Store Name) guarantees to beat any price on any product we sell, stocked by any local authorized competitor. That includes any legitimate price offered with sale or other discount, coupon or competitive low price guarantee on thousands of top name products. Even if you find a lower price within 30 days of your purchase, including our own sales price - we'll refund you the difference! It's all part of our unbeatable commitment to give you unbeatable prices on electronics and appliances every day!



ONLY \$00/mo \$000



ONLY \$00/mo \$000



ONLY \$00/mo \$000

Get More For Your Money & Guaranteed Satisfaction!
Store Name
 APPLIANCES - ELECTRONICS - FURNITURE
 Address, City, Phone Number & Hours

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