



Advertising Believability

One of the greatest challenges in advertising is creating ads customers will actually believe. Customers have been inundated with far-fetched claims, vague assertions and outright lies for many years. You know the ones I mean... "The Lowest Price Ever", "Save 70%, 80%, 110%", "The Best Whatever", "The Largest Whatever" etc., etc. Out of self-defense, customers have been forced to develop and refine their "Baloney" detectors. They simply won't accept most of the claims they hear and look beyond the superficial to the facts of the claim, if any are presented.

So, it is more important than ever for advertisers to develop a clear understanding of what their customers want and precisely how the benefits of their products and services respond to those customer wants. Combining these two elements into a unified offer and clearly communicating how the benefits you offer will satisfy customer wants will increase the power and effectiveness of your advertising.

Once you have married your customer's wants to the benefits you have to offer, your next challenge is to communicate the offer so that it is believable. Keep in mind, it must be believable from the customer's perspective. To achieve this work hard at avoiding sweeping, all-encompassing claims and phrases. Whenever possible replace them with specifics. The more specific the ad, the more believable it will be. Use real names, real numbers, real facts, photos, demonstrations, samples and testimonials from real customers.

Some examples:

1. Instead of "The Largest Selection of Big Screens in (Town)", try "(Town's) Best Selection with 350 to Choose From."
2. Instead of "The Fastest Delivery in (Town)", try "Over 1000 Units in Stock Ready for Immediate Delivery."
3. Instead of Washers with "Large Capacity", "Extra Large Capacity" or "Super Capacity" which have all become relatively meaningless, try telling customers what it will hold in real terms, 30 Bath Towels, 6 King Size Sheets, 17 Shirts and 10 pairs of Pants.
4. Instead of a "21 cu. ft. Freezer, try "It Holds Up To 735 lbs. of meat" or "350 lbs. of Meat, 10 loaves of Bread, 16 Frozen Dinners, 2 Gallons of Ice Cream and a 25 lb. Turkey."

The idea is to use real numbers and examples that mean something to customers. Avoid exaggeration and if possible, have examples of your claims in the store to show customers who come in. Have a Freezer loaded with food and a list of the food on the door. Have as many bath towels as it takes to fill your best selling washer, sew them together so you can easily stuff them into the washer and drag them out for the customer to see. Any time you make a specific claim try to devise some way to prove it to your customers.

Using pictures in your ads to back up your claims can be very effective. If you claim to have a 1000 units in inventory or 500 on display, include a picture to back it up. If you are pitching a terrific display of Home Theater or Kitchen equipment, show pictures of Home Theater and Kitchen vignettes. Better yet, show before and after pictures of Home Theaters and Complete Kitchens you've sold, along with testimonials from the customers talking about how happy they are with your products and services.

Specifics and examples encourage customers to believe your ads and come in to buy because they reduce risk from the customer's point of view. Customers find it easier to make buying decisions when they are dealing with real facts. Substantiated specifics will make your ads refreshing, appealing and unique

How Effective Are Your Ads?

Do Customers really want what you're offering?

Why should Customers believe what your ad has to say?

Is the offer something Customers will perceive as an excellent value?

Is the ad clear and to the point.

Is the offer easily understandable?

Is there anything in the ad that

distracts from the primary offer?

***Effective and In-Effective Ads
cost the same.***

Store Name

We not only save you money, we guarantee your satisfaction.



ONLY \$00/mo. \$999

XXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXX



ONLY \$00/mo. \$1499

XXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXX

✓ Your Satisfaction is GUARANTEED!
We understand how important your purchase is, so if you are not satisfied, simply return the item, within 30 days and we'll replace it. We know our reputation depends on your satisfaction.



ONLY \$00/mo. \$1999

XXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXX

Extraordinary Kitchens for Extraordinary Homes



ONLY \$00/mo. \$4999

XXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXX



ONLY \$00/mo. \$3999

XXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXX



ONLY \$00/mo. \$2999

XXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXX

✓ Best Price GUARANTEED!
We continually shop stores in this area to insure that we have the best prices on the products we sell. If by chance you find the same item for less, with the same benefits, within 30 days, at a local authorized dealer, we'll refund the difference.

Delivered On-Time, Everytime!

With 99.97% on-time delivery performance, you can count on (Store Name) to meet your schedule.

Get More For Your Money & Guaranteed Satisfaction!

Store Name

APPLIANCES - ELECTRONICS - FURNITURE

Address, City, Phone Number & Hours

Authorized use restricted to registered Clients of Retail Management Associates

Store Name

SENSATIONAL SATURDAY



**TODAY
9 AM
to
6 PM**

**Sensational Savings!
Storewide!**

Unbeatable Prices on Major Appliances, Guaranteed!

Unbeatable Prices on Electronics, Guaranteed!

0 DOWN, 0 PAYMENTS & 0 INTEREST UNTIL 2000!*

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

IMMEDIATE ON-TIME DELIVERY!
DONT' WAIT! At Deranleau's most products are in stock and available for immediate delivery. Our well-trained delivery people will deliver any in-stock item and haul away the old one, at an agreed time, as soon as TODAY!, here in the Tri-Cities.

(Store Name) UNBEATABLE LOW PRICE GUARANTEE!
For every product we sell, we'll beat any legitimate price from a local store stocking the same item. Even after your purchase, if you find a lower price, within 30 days, including our own sale prices, we'll refund the difference!

35 YEARS OF GREAT SERVICE!
Our people are the best of their kind, fully trained appliance and electronics experts, who will listen to your needs and carefully match them up with the best available products. They truly care to give you more for your money before and after the sale.

SATISFACTION GUARANTEED!
We understand how important your purchase is, so if you're not satisfied, simply return the item, in good condition, within 30 day and we'll replace it. It is the goal of everyone at Deranleau's to ensure your complete satisfaction.

GET MORE FOR YOUR MONEY!
Combined the BEST PRICE, the BEST BRANDS, more CUSTOMER BENEFITS and DEDICATED PEOPLE committed to giving you the BEST SERVICE all together add up to an UNBEATABLE VALUE for Your money!

GET MORE FOR YOUR MONEY!
Combined the BEST PRICE, the BEST BRANDS, more CUSTOMER BENEFITS and DEDICATED PEOPLE committed to giving you the BEST SERVICE all together add up to an UNBEATABLE VALUE for Your money!

Get More For Your Money & Guaranteed Satisfaction!

Store Name

APPLIANCES - ELECTRONICS - FURNITURE

Address & Phone Number

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