

Effective Advertising

You have between 3-6 seconds to capture your audience's attention. To ensure that your advertisement is successful consider including some of these creative elements.



Branding is key

Strong branding is crucial for any developing/emerging product or organisation. Clear and visible branding allows consumers to recognise your business or product. They should be able to see your logo and branding from a distance.



Keep it simple

Short and simple headlines are the most effective. Consolidate your message and don't try and say too much.



Typography

To successfully convey your message use visible and clear lettering.



Location

Consider the positioning of the advertisement when creating the artwork to increase impact. For example this ad would be seen outside a supermarket.



Less is more

Using fewer design elements enhances the impact of the message and branding.



Be Bold

Colours that are bright and bold catch the attention of the consumer.



Striking Images

A strong visual image in your advertisement will gain the attention your audience



Contrast

The use of strong contrast creates high impact advertisements

Three key steps in creating a successful advertisement for your business

1 IMPACT
Use strong impact to produce effective branding

2 COMMUNICATION
Effectively convey your message to the consumer

3 PERSUASION
Create a response in the consumer both rational and emotional