

Effective Advertising

This is an example of an ineffective ad. By examining what does not work in this design we can avoid creating an unsuccessful advertisement for your business.

Branding is too small. You only have the audiences attention for few seconds so your branding needs to be clear and memorable.

Too many messages. Don't list everything your business does. Pick one or two key messages and focus on them. Keep it simple.

Image is poor quality. A bad quality image ruins the appearance of your ad

Trusty Ted's Mechanics

AUTO REPAIRS SINCE 1969

Diagnostic work
Manual Gearbox and Diff Specialist
Towing service available
Suspension Repair
Cooling system flush
Competitive Pricing
All vehicle makes and models
Maintain factory warranty

Rego inspection
Brake and Clutch Repairs
4WD Services and Repairs
Car services and Repairs
NRMA certified
Steering and Suspension Repairs
Air conditioning Services
Pink slips while you wait
Courtesy Cars available
Auto Transmission service repairs

PH 02 4768 5544 15a The Street, Sydney 2000

Lettering is hard to read. Use simple easy to read fonts to convey your messages.

Background colour is too bland. It doesn't attract the audiences attention and is unappealing to the eye.

Too many images take attention away from the message. Choose one or two good quality images that enhance your message.

Don't clutter the background. This draws away from your message.

Images are too dark

Contact details and address are too small, the colour is too light, and it is placed too close to the bottom. This information is vital. It needs to be visible and easy to read to allow customers to find your business.

Overall we can see that this advertisement does not follow any of the guidelines for effective advertising. It does not convey a strong message to the audience. In this advertisement this business has not differentiated itself from any other mechanic. By not creating a strong message with a unique selling point this ad will not persuade the consumer to use this business.