

Introduction to Advertising:

10 Principles of Effective Advertising

1. Grab People

A good advertisement must grab people almost immediately. It is very important that your ad can be able to grab someone who glances for just a second. Force people to take a second glance instead of simply moving on.



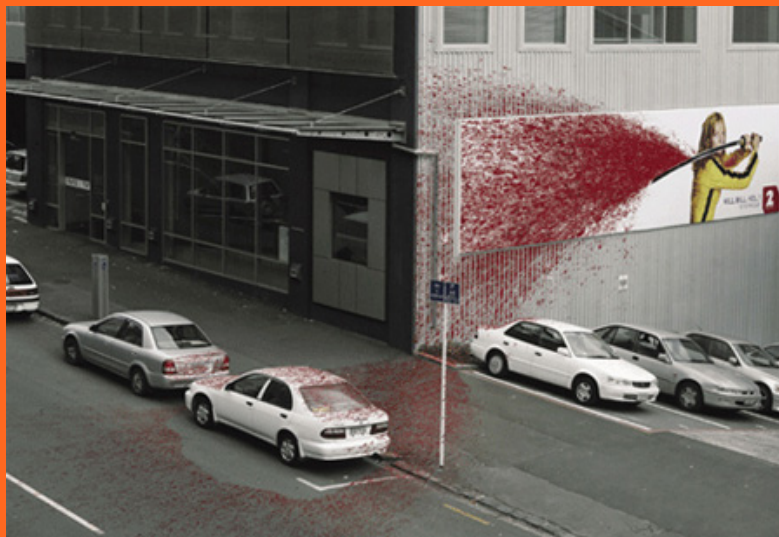
2. Be Clever and Creative

I know you probably hear this everywhere, but it is very true. It is very important to be clever in an ad campaign. It attracts people and represents the brand in a positive way. Think about it. If you see an extremely smart ad, you probably want to learn more. A clever ad represents a clever company.



3. Speak Loudly

The louder you talk, the more people hear you, right? Well, the same concept applies to advertising. You want your ad to say something, and you want it to be heard. A “loud” advertisement isn’t just a big one, though. It can be achieved in many ways.



4. Don't Make Them Think (Too Much)

One of the common guidelines, especially in web design, is not to make people think. You need to get the message across in a clever way, but it shouldn't make people think too much. A person should know what the ad is saying as soon as they look at it.

DON'T WORRY. YOUR TASTE BUDS CAN PRONOUNCE IT.

Chipotle



5. Colors That Pop But Make Sense

Depending on the ad, you usually want your colors to pop.

Color choice is a very important aspect of advertisements.

You also want your colors to work with the feeling of the brand.

Your colors need to work with the environment in which the ad is being placed.

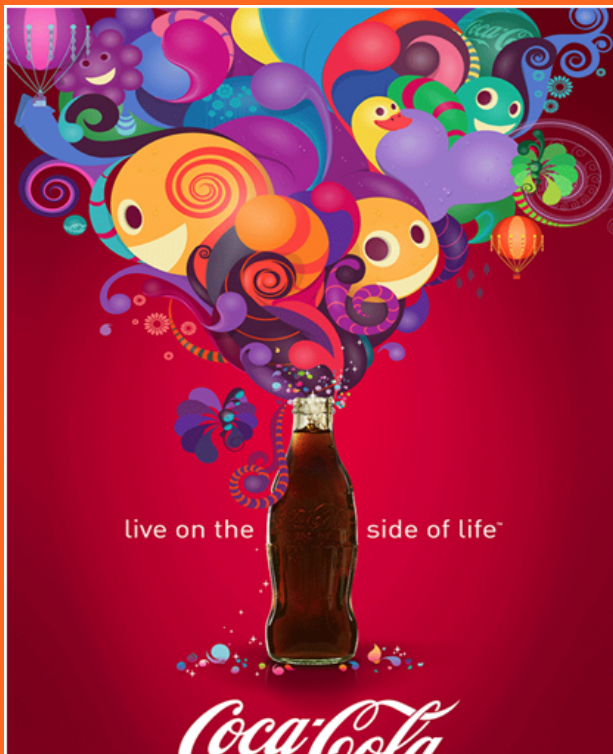
Appeal to the targeted people through color, but don't make the colors distracting.

As for exactly which colors to use, well that depends on the type of ad.

If you are making a an illustration for a "fun" brand, use a collaboration of bright colors.

If the ad is more serious, possibly use a more simple color scheme.

Apart from that, the colors depend entirely on the company and type of ad.



6. Be Informative

Every advertisement must convey a message. Ads visually represent a message.



7. Stand Out and Be Memorable

Being unique and memorable are two essential components of a good ad. Your ad should be unique and completely different than anyone else. Be original.



A: ALL
B: BUBBLICIOUS
C: CAMPBELLS
D: DAWN
E: EGGO
F: FACEBOOK
G: GATORADE
H: HISTORY CHANNEL
I: IPAD
J: JELLO (SUGAR FREE)
K: KOOLAID
L: LYSOL
M: M N M'S
N: NILLA WAFERS
O: OREO
P: PEZ
Q: Q-TIPS
R: REESE'S
S: STARBURST
T: TIDE
U: UNIVERSITY OF MIAMI HURRICANES
V: V8
W: WILSON
X: XBOX
Y: YORK PEPPERMINT PATTIES
Z: ZEST

8. Give Off a Feeling

Every company and brand has its own mood or tone. You need to show that in the advertisement. Someone should be able to tell the company's tone by looking at an ad.



9. Show Not Tell

A good advertisement is one which shows instead of telling. How can this be done? Try using a more visual way of representing a concept instead of text.



10. Use Humor

Humor is a useful technique for attracting people to an ad. Humor is not always appropriate, and sometimes it just doesn't work for the brand or company, but when it does, use it.



 Doritos Super Bowl 2010 Winner