

# SIMPLE STRUCTURE OF AN ADVERTISEMENT

Copy can be summed up by one word – **I.D.E.A.**

## I **Interest**

The reader's interest must first be aroused before there is a possibility of making a sale.

In a lineage advertisement interest is promoted by an **index word**, the word by which an article is most commonly known, eg. Lawn mower, refrigerator, bicycle etc.

In a display advertisement we use an **attention compeller**. The success of an attention compeller depends on the way in which they are used. They have four main appeals:-

1. **Self-interest.**
2. **News/New.**
3. **Curiosity.**
4. **Name/Prospect.**

All information supplied will be treated as confidential

The **SMART** way to do business

# 121 business coach



## **D**                    **DESIRE**

The creating of a desire to buy is highlighted by two types of description:-

1.        **Technical details**, ie. Manufacturers specifications, otherwise known as **selling points**.  
Selling points are placed in a product at the time of manufacture, by the manufacturer, and remain constant whether the product is bought or not.
2.        **Emotive details**, otherwise known as **benefits**. Benefits are what the buyer experiences **after** he has bought the goods. Benefits create more desire in the buyer to possess, because they appeal to the emotions.

Buying is a process of rationalisation. To rationalise is to bring props of reason to support a decision arrived at emotionally. The good copywriter puts the reader in an “I want it” frame of mind. Most buying decisions are made on a basis of emotional appeal followed by reasoning. Therefore, when writing copy create the desire to buy through the emotions and use sufficient **benefits**

---

## **E**                    **ENTHUSIASM**

1.        Enthusiasm is stimulated by the use of selling phrases. They are designed to justify the cost. Price and detail go hand in hand. If you give good detail and no price, the reader may assume that the price is too high. Conversely, if you give poor description and a good price, the reader could believe it is a lot to pay for what he is getting. If the advertiser has only one item for sale he only needs one buyer, someone who is prepared to pay the price before he leaves his own home.
2.        Elimination phrases stimulate enthusiasm and evoke quality response in Recruitment advertisements.
3.        If an advertiser feels that his particular business of service is so similar to his competitors' that he is unable to see any value in advertising, we need to use a **unique selling point**.

A particular aspect of the business that can be highlighted and made to sound unique. Many of his competitors may well be offering the same services, but he is stressing the point, making it appear unique to his business and reaping the rewards.

## A ACTION

If we have aroused the reader's interest, created enthusiasm to buy the action line should inspire an urgency to possess. Action means telling the reader how, where, when etc. he can buy. Make it easy for the reader to buy.

---

### SIMPLE STRUCTURE OF AN ADVERTISEMENT

Copy can be summed up by one word – I.D.E.A.

---

## INTEREST

### INDEX WORD

### ATTENTION COMPELLER

New/News

Self Interest

Curiosity

Name/Request

## DESIRE

### SELLING POINTS

Link Words "which means"

### BENEFITS

## ENTHUSIASM

### SELLING PHRASES

### ELIMINATION PHRASES

### UNIQUE SELLING POINT (USP)

real/imagined

## ACTION

### ACTION PHRASE

### WHO, WHEN, WHERE, HOW