

Advertising Critique

Prepared by: Success Biz Coach,
LPBC

Use this self assessment to help you get the
most out of your advertising dollars!

Type of Advertisement:

- | | |
|---------------------------------------|------------------------------------------|
| <input type="checkbox"/> Print | <input type="checkbox"/> Billboard |
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Outside Signage |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Flyer |
| <input type="checkbox"/> Television | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Yellow Pages | |

Date of ad: _____

Provider: _____

Location/Time/Other: _____



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The Fundamentals of a Great Ad:



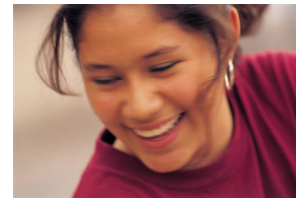
Your Potential Customer

Whatever it is that you sell, there are a group of people who are “most likely” to buy from you. This is called your “target market.” Be sure to speak **DIRECTLY** to them.

- | | | |
|------------------------------------------------------------|-----------|-----------|
| • Does this product/service have an obvious target market? | Yes | No |
| • Does this ad speak directly to them? | 1 2 3 4 5 | 1 2 3 4 5 |

Your Customers’ Desires

People buy goods and services for two basic reasons – and two **ONLY**. They either want to decrease a pain in their lives, or they want to increase a pleasure in their lives. That’s it. It’s up to you to communicate to them how your product or service will do this better than your competitors can!



- | | |
|------------------------------------------------------------------|-----------|
| • Does this ad talk directly about the benefits of the customer? | 1 2 3 4 5 |
| • Does this ad address the reader’s possible pains? | 1 2 3 4 5 |
| • Does the ad address the reader’s future pleasures? | 1 2 3 4 5 |



According to a study by 3M, the average consumer is bombarded by 3,000 marketing messages every day. Once you have caught their attention – they have to **BELIEVE** that you can meet (or surpass) their needs.

- | | |
|------------------------------------------------------------|-----------|
| • Does this ad give the reader a reason(s) to believe you? | 1 2 3 4 5 |
|------------------------------------------------------------|-----------|

Vive le Difference!

Once you have caught their attention, spoken directly to their desires, and communicated why they can trust you, they need to believe that you – and only you – are the business that they want to buy from.



- | | |
|-------------------------------------------------|-----------|
| • Does this ad position you as being different? | 1 2 3 4 5 |
|-------------------------------------------------|-----------|



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The Headline – The headline is CRUCIAL. In fact, the headline is the “ad for your ad.” Studies show that people will scan the headlines before deciding to read. Therefore, the headline must be very direct.



- What is the strategy of the headline?
 - Target market
 - Pain/Pleasure
 - Other _____
- How well is the strategy communicated? 1 2 3 4 5

The Body Copy – The body copy should begin where the headline left off and expand on it. Also, you can also give the reader the reasons to believe you.



- How well is the message expanded? 1 2 3 4 5
- Will the reader have confidence in the message? 1 2 3 4 5
- Is the body copy easy to read? 1 2 3 4 5

The Call to Action – You always need to tell the reader EXACTLY what to do next. Do they call/come in/sign up/etc....?

- Does the ad have a strong Call to Action? 1 2 3 4 5



The Offer – In order to get them to take action NOW, it is a good idea to include an offer of some kind. Ideally, the offer should be “limited” to a certain period of time or quantity.



- Does the ad have an offer? Yes No
- Is the offer limited? 1 2 3 4 5
- Will the offer make the reader take action? 1 2 3 4 5

The Layout – The layout of the ad should be visually pleasing. I should have enough white space so that it doesn’t appear crowded. In addition, the layout can include pictures, blasts, Johnson boxes, etc. to highlight important features.

- Is the layout visually pleasing? 1 2 3 4 5
- Does it include a picture(s)? Yes No
 - Would a picture help? Yes No
- Does it include other elements described above that may enhance the ad? 1 2 3 4 5

Other Comments _____



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