



How to write an ad

“How to” Space





Adspace



1. Don't just sit there, become an expert.

- Advertising isn't just something you make up. Someone is going to invest their money to produce it and to put it on tele, so it has to work.
- That means, you need to know what you're writing about.
- That means **research**.



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1. Don't just sit there, become an expert.

- Before you run for the door, research can be as simple and as fun as
 - Trying the product
 - Watching how people use the product
 - Talking to the people who buy the product
 - Talking to people who don't buy the product
- But all this helps you understand the product better, so you can sell it more persuasively.

2. Have an idea

- Preparation – This starts with becoming an expert and doing your homework.
- Frustration – The answer not obvious. Your brain is not as fast as the internet and you need to do some thinking.

3. Let your mind work

- This is the incubation process – The brain shuffles information, associating new and old information in new combinations. It's sifting and looking for ideas.
- Let your subconscious mind do the hard work, while you get on and do everything else.



4. The light bulb comes on!

- This is the moment the idea arrives.
- This is when everything connects. The target audience need, the product benefit, the catchy headline.
- This is the **big idea**.

5. How bright was the light bulb?

- Let the idea sit for a while.
- Then bring it out and evaluate it.
- Is it as good as you thought it was?
- Is it better?
- Perhaps it could be improved by
- What do others think of your idea? Your classmates? Your teacher?
- What does the target market think?



6. Make the idea work

- This is where you take it from an idea to the television or the website or the shopper docket.
- This means first selling your idea to your creative director, client or teacher.
- Then producing the idea, so that your original idea is even better.