

Advertising and Promotion

**How to get your message across
to your customers**

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Section 1

Introduction

The aim of this workbook is to enable you to

- plan a strategy for your advertising and promotion, with
 - a clear objective
 - a precise target customer
 - a key benefit, and
 - supporting benefits.
- decide how you should allocate your promotion time and budget.

Although the message in this workbook is relevant to businesses of all sizes, the main thrust is targeted at the vast majority of businesses which employ less than 50 employees.

Every business needs to get value from its advertising and promotion budget. Hopefully, this workbook will help to deliver value in your place of work.

The workbook is divided into three parts.

Section 2 deals with **planning**. This comes first because it provides the foundation for success.

Section 3 deals with **advertising**. This shows how to pack more power into your adverts, brochures, leaflets etc. (The advice here works for direct mail, but that is covered in greater detail in the 'Direct Marketing' workbook.)

Section 4 deals with **promotion**. This covers a range of other methods of communicating with your customers, including news releases and public relations.

This workbook often refers to ‘your’ business. This can mean the business you work in or the business that you own or the business that you manage. If you are not yet working in a business, think of a business that you would *like* to be in. Use that as the basis for the exercises in the workbook.

The workbook shows how to create an Advertising and Promotion programme for your business. As you work through the book, you will discover activities which you need to tackle. Don’t forget them, an action plan is shown on page 55 so you can record the actions you need to take.

Section 2

Planning

You probably feel that you can't wait to get started. You want to devise your next prize-winning advertising campaign straightaway.

Sorry, it doesn't work like that. Great ads result from a great deal of planning. Great disasters begin with an absence of it. So, it's with planning that we have to start.

What you need is *positioning* and *strategy*.

Positioning

You position your product or service in a certain place in your customer's mind. When they think about the product or service, they regard it in a certain way.

For example, a Porsche and a Volvo estate are both cars. But when you think about them, they probably conjure up different connotations.



Exercise 1 What words do you associate with:

a Porsche _____

a Volvo _____

Check your answer with page 57.

They are positioned differently in the marketplace, aren't they? They are bought by different people and for different reasons.

Both firms are very successful. But, because their products are positioned differently in the marketplace, they require different ads with different messages. Because their messages are precisely aimed at their target customers, the firms have become very successful.

That's a very happy state of affairs. And the key is positioning.

To emulate them, you need to define your target customer and clearly position your product or service in their mind.

First, you decide on **positioning** - how you want your typical customer to regard your product/service. Then you develop a **strategy** to achieve it. The strategy covers what you will say and how you will say it in order to persuade people. Let's get started.

In this section, we will answer these 6 crucial questions:

- 1 Who is the target customer you want to reach?
- 2 Where are they?
- 3 What do they want?
- 4 What 'tone' will work best?
- 5 What type of promotional activity will reach your target customer?
- 6 How much will it cost?

Make your answers as **precise** and **comprehensive** as you possibly can.

Your aim is to picture the one person who epitomises your typical customer. Then you can aim your advertising and promotion directly at that person. You can talk to them about what **they** want to know. That way you have a fighting chance of being able to persuade them.

So, consider **typical** factors like these:

- how old?
- which sex?
- how do they spend their time?
- what do they earn?
- what do they think? - what do they agree with? - what do they disagree with?
- how large is their family?
- what do they read?
- what are their hobbies?



Crucial Question 1

Who is the target customer you want to reach for your business?



Crucial Question 2

Where are they? Where do they live or work?

Remember to concentrate your thoughts on that one typical customer! What do they want most from a product or service like yours? What makes them happy? What makes them sad? What are they worried about? Above all else, what would cause them to recommend you? What price are they prepared to pay?



Crucial Question 3

What do they want?

If you were speaking to someone face to face and wanted to persuade them (not force them) to do something, you might choose your tone of voice carefully.

For example, you might be keen and excited. Or, you might be quiet and soothing. You might present a very logical case. You might be friendly. Or humorous. Or professional. There are lots of choices.

The same applies when you aren't speaking to someone face to face but, instead, are using written, picture or sound media.

Give thought to the 'tone' you will use in your publicity material.

This links strongly to how you want to position your product/service in your target customer's mind.



Crucial Question 4

What 'tone' will work best?

What type of promotional activity will reach your target customer? What do they read/hear/see **and take notice of?** Where should you put your advertising money?

If you're not sure, find out! A little bit of money and effort spent on research can save an awful lot of advertising money being wasted.



Crucial Question 5

What type of promotional activity will reach your target customer?

**Crucial Question 6**
How much will it cost?

The Importance of Setting Objectives

Whatever the reason for your advertising or promotion, whether to attract new customers or to counter the activities of a competitor, it is important to set an objective. There is no point in paying for expensive communication unless it leads to an acceptable volume of sales.

So, what are your objectives?

Do you want to:

- attract new customers
- retain old ones
- tell them about a new product/service
- launch a new shop/branch etc . . .
- announce a sale
- get customers to buy more frequently
- get them to phone you/write to you/visit you
- get them to buy now rather than later
- encourage them to save your advertisement until a later date when they are in the market for your product /service.

Or what?

**What are your principal objectives?**



Now make your objectives more specific.

Complete the boxes. Tick where appropriate.

Enter numbers where appropriate.

- Do you want to:

Get orders?

How many?

Generate enquiries for more information,
or for a sales representative to call?

How many?

Attract visitors to your exhibition, shop, special event?

How many?

- Will you achieve it with your first approach or
will you need to contact them several times?

- How much extra business will you get?

£

- By when?

- Will you offer a special discount? No ☐ Yes ☐

How much

(£)



How will you measure the success of your advertising or promotion?

Of course, you must be able to cope with the extra business that you generate.

Can you cope with all this extra business? How? Remember, it may not be a bad thing to create a 'queue'. Some customers have an irresistible urge to stand behind others. But only if you explain the delays to them and regularly remind them of the ultimate benefits.



Will you be able to cope with the extra business?

No

☐

Yes if . . .

☐

Yes, if what?

What will the extra cost be (£)?

Benefits

All products or services have two sets of characteristics:

- 1 'Features' are what it **'is'**.
- 2 'Benefits' are what it **'does'** for the customer.

People don't buy products or services. Nor do people buy the features of those products or services.

They want the benefits that solve their problems. The product or service is merely the means - the vehicle - that provides those vital benefits.

So, people don't want a CD player. They want more enjoyable listening. Or, memories. Or, status. Or, to keep up with the crowd. The CD player is just a means of achieving those.

Sell the benefits, not the features.

'Sell the sizzle - not the sausage'.



Exercise 2 **Which of these is the better headline? Why?**

- 1 The best made furniture in the UK
- 2 Add value to your home with this beautiful furniture

Check your answer with page 57.



Exercise 3

Write your own headline for that furniture.
Make sure it stresses a benefit for the customer.

Check your answer with page 57.



Which of your benefits is the key benefit - the most important of all to your target customer?

How can you make that key benefit believable? How can you prove it to the customer's satisfaction? For example, could you use guarantees, demonstrations, testimonials or independent evidence?



What can you say to support your key benefit to make it more credible?

Your Strategy

You've already considered the five main points of your strategy.

- 1 Your target customer.
- 2 Your objective.
- 3 Your key benefit.
- 4 How you can make that key benefit believable.
- 5 The 'tone' you'll adopt.

To complete the job, let's return to 'positioning' - how you want to place your product/service in your target customer's mind. This isn't easy and it may require a lot of thought. Have a go now but return to this exercise at a later date as your thoughts progress.



What 'position' do you want your product/service to have in your target customer's mind?

Summary

A deep understanding of your customers is crucial to achieving success. You've harnessed your knowledge, considered your positioning and started to put together your strategy.

Great! That ought to fill you with a sense of achievement. It should make you feel both ready and committed. Committed to thinking your strategy through and doing some research to increase your confidence in your answers. Ready to start putting it into practice?

That's what we'll look at next.

Section 3

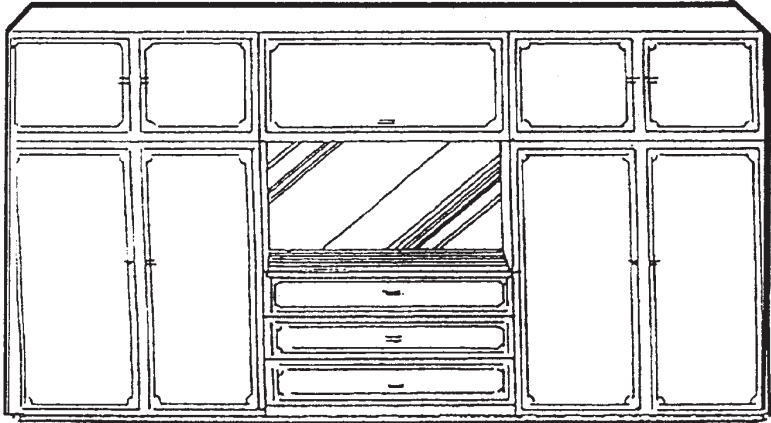
Advertising

This part of the workbook will concentrate on three things you have to get right to create an effective piece of publicity.

By way of introduction, please have a look at the leaflet below. The name, address and telephone number have been changed. Otherwise, it is a genuine leaflet.

For your fitted wardrobe

Contact:
B Smith



Neat & Compact
Bedroom Furniture

TELEPHONE
388624

7 Acaia Avenue, Notown



Exercise 4

Why did 10,000 of those leaflets, distributed door-to-door, fail to win a single customer?

Check your answer with page 57.

AIDA

To concentrate your thoughts, let's judge B Smith's leaflet on the basis of 'AIDA'.

Any advertisement, leaflet, brochure etc is only likely to have a few seconds to make an impact on a prospective customer. Advertisements that work follow the 'AIDA' formula.

Attention
Interest
Desire
Action

Any form of promotion has one purpose - to get potential customers to take **Action**.

Your advert can't force them to do that. But it can motivate them to want to do it. So you must build their **Desire**.

Desire is an intense human feeling. It develops from **Interest** and you have to create that in the potential customer.

Before you can get their interest, you first need to get their **Attention**.

So we have a chain, **A - I - D - A**.

The mnemonic **AIDA** represents the four stages that your promotional activity must go through in order to achieve its objectives.

Attention - if your advertisement, leaflet, window display etc doesn't attract the immediate attention of the prospective customer, it is a waste of your time and money.

Interest - equally, it must get and retain their personal interest.

Desire - it must create the desire to buy, or to take things further.

Action - it must prompt the desired action to meet your objective; eg to buy, telephone, write, save the document etc.

If the chain is broken, the potential customer will not buy.

Let's consider the B Smith leaflet on the basis of AIDA.

Would it get Attention? If not, it has failed.

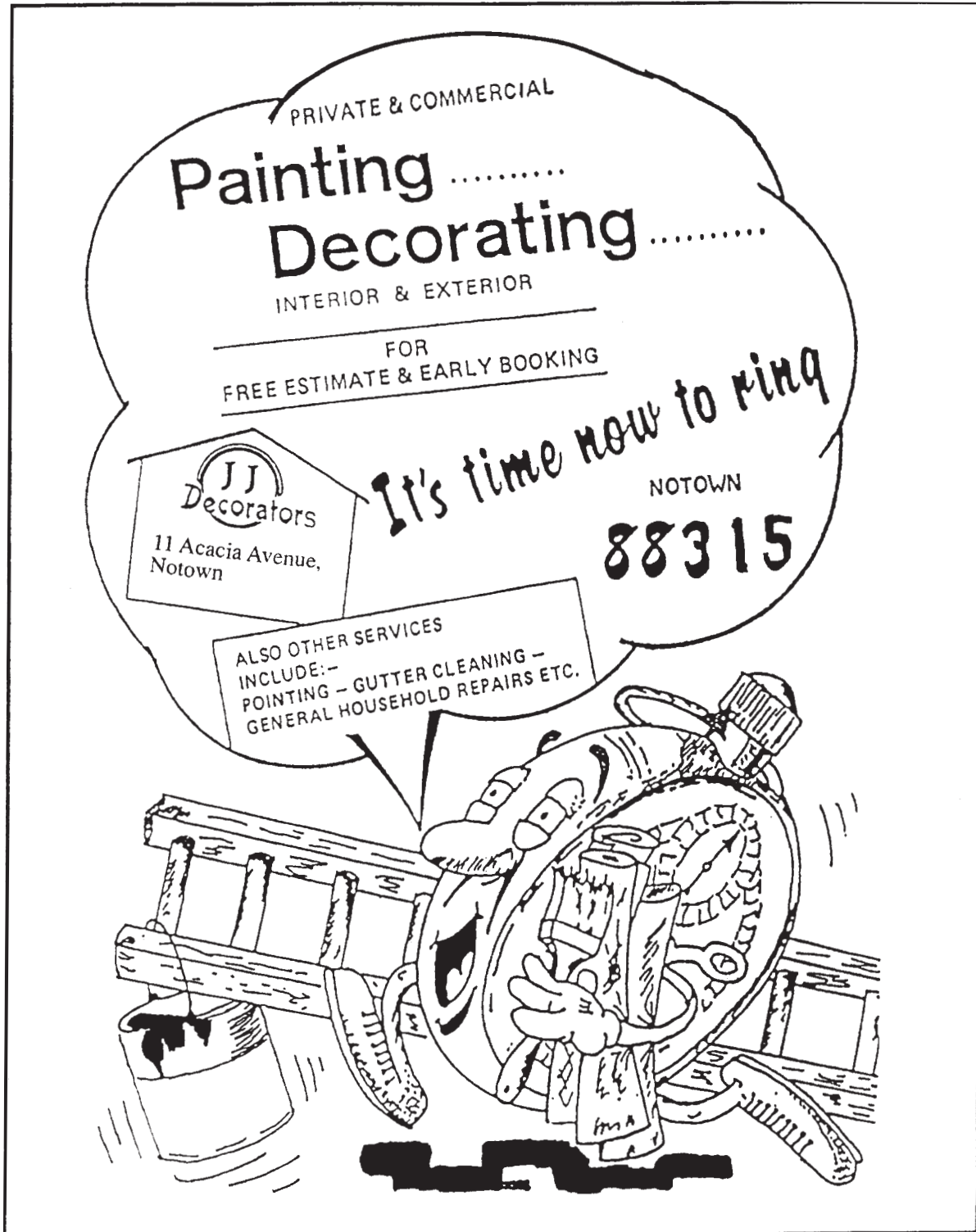
If it got Attention, would it get Interest? If not, it has failed.

If it got Interest, would it get Desire? To get Desire, you have to use some evocative words or some evocative pictures. The words he has used are 'Neat & Compact Bedroom Furniture'. Does that really create Desire? If it doesn't get desire, it has failed.

Finally, if it would get desire, would it get Action? If not, it has failed.

There are three things you have to get right. AIDA is one of them.

Have a look at the J J Decorator's leaflet that follows. Is that better?



Most people think it's a significant improvement on the B Smith one, certainly in terms of AIDA. However, 5000 of those leaflets distributed door to door failed to win a customer. They attracted some enquirers (J J Decorators could not remember exactly how many) but didn't get any business.



Why not?

Check your answer with the answer below.

The answer lies in these questions. What sort of painter and decorator do you think JJ is? How good a decorator is he?

People tend to respond 'slapdash, quick, inexpensive'. Somebody once said, "I'd use him to whitewash my garden shed".



Exercise 5

What leads you to conclude that he is cheap and cheerful?

Check your answer with page 58.

Amongst other things, there is the clock running and spilling paint, the phrase “It’s time now to ring”, and the list of other services he offers.

In fact, J J is a fastidious painter, a perfectionist. He doesn’t charge a lot per hour but he takes a lot of hours to provide the quality that he insists upon. (That’s not what ‘the *customer* insists upon’, it’s what ‘*he* insists upon’. To J J, a job is either right or wrong, there are no shades of grey.) So, his price for a job is high. The leaflets attracted people who wanted quotes for a quick, once over job. When they got his prices, they were staggered. He got no work.

The message is that, in addition to AIDA, you also have to get the **image** right.

But ‘right’ for whom?

That’s it . . . the customer!

So how did J J get the wrong image? It’s a cautionary tale for us all.

The sad story of J J

He went to a printer for the first time in his life and asked for a price for 1,000 leaflets. The printer showed him prices for 1,000, 5,000, 10,000 etc. There was relatively little difference between 1,000 and 5,000. Then the printer asked, “What do you want to put on the leaflet?” He had his pencil poised and J J was on the spot. So J J, thinking as he talked, blurted out what he wanted. Hesitantly. Bit by bit.

“J J Decorators. 11 Acacia Avenue, Notown. Notown 88315. Free Estimates.

The printer then made out the order form for 1,000 leaflets and asked if J J wanted to add anything to the leaflet. J J thought “In for a penny, in for a pound”, added the extra services (pointing, gutter cleaning, general household repairs etc), and increased it to 5,000. “After all”, he reasoned, “it’s about the same price and it doesn’t cost any more to add the extra words”.

Oh yes it does! Because, if you take a bucket of talcum powder and a bucket of manure and mix them, they don’t smell of talcum powder. In other words, it devalues you as a decorator. You can’t be high class so you can’t be high priced, can you?

The printer told J J to call back in a few days and look at a ‘rough’. On seeing the ‘rough’, J J felt that, because it didn’t have an illustration, it didn’t have enough ‘oomph’. “Can you give it more oomph?”, asked J J. “OK, come back in three days”, was the reply.

When J J returned, there it was - running clock and all. “That’ll do!”, said J J.

The message is, if you don’t know what image you wish to create, you’ll finish up with the image the printer (or newspaper, or whoever) decides to give you. And they don’t know your business or customers. So, if it proves to be the wrong image, tough! You have to pay.

But, if you tell them exactly what image you want - even though you don’t know exactly how to achieve it yourself - and they fail to create that image, then you don’t pay.

So you need AIDA and you need the right Image.

Let’s go back to B Smith’s wardrobes. Have a look at the illustration. What’s it an illustration of? Is it really a *fitted* wardrobe? What’s it made from?

People tend to say it’s made from melamine or chip board. It looks like an inexpensive, flat pack wardrobe that he has screwed together.

The truth is that B Smith (who is now out of business) didn’t make wardrobes like that. He made them from solid wood! With solid wood carcasses. From oak, yew, mahogany. Expensive. Good quality. So, is that an appropriate illustration?

He got them both wrong, AIDA and image.

In addition, distributing 10,000 leaflets door to door wasn’t wise. What percentage of people are in the market for a high quality, expensive, solid wood, fitted wardrobe in the next (say) 6 months? The answer is not just to stuff a cheap leaflet, randomly, through people’s doors and run away.



How could B Smith have more effectively promoted their high priced, high quality service?

Check your answer with ‘how to achieve an image in print’ overleaf.

Suppose you have £300 to spend on leaflets. You could do either of two extremes (or anywhere in between them). At one extreme, you could spend the £300 on 1,000,000 leaflets. How good would the paper be? And what would your image be? At the other extreme, you could spend the whole £300 on just one leaflet. What would your image be like then?

It's not about getting the lowest cost. It's about getting the highest **cost effectiveness**. To do that, you have to project the **right image to your customers**.

Seven Ways to Achieve an Image in Print

What is the difference between the two firms whose adverts are below? Which is the upmarket firm? Which has the high prices? Which one is cheap and cheerful?

Riviera

Grants

Watsons Spring money savers

MENSWEAR			GIRLSWEAR		
SHIRTS	T-SHIRTS	PULLOVERS	T-SHIRTS	SLEEPING SUITS	TREWS
ONLY £3.99	ONLY £1.99	ONLY £3.99	FROM 99p	£1.99	ONLY £1.99
SPORTS SHIRTS and T-SHIRTS	TROUSERS		PETTICOATS	PRETTY SUMMER DRESSERS	
£3.99	SAVED 50% AT £9.99		99p	£2.99	£1.99
Shorts 45p	Brushed Denim JEANS	Trainers Shoes	Swimwear	BOYSWEAR	SUNHATS
£4.99	ONLY £4.99	£5.95	£1.99	FROM £2.49	FROM 99p
SHIRTS	SKIRTS	SKIRTS	SHIRTS	BLouses	SHIRTS
£4.99	£6.99	£4.99	£4.99	£2.99	£2.49
SHIRTS	Knitwear	Nightwear	SUMMER TOPS	BOYSWEAR	SHIRTS
£4.99	£3.99	£2.49	£1.49	£1.99	£1.75
SHIRTS	SHIRTS	TROUSERS			
£6.99	£5.99	£8.99			

WAKE UP TO THE VALUE OF Watsons

26 HIGH STREET, NOTOWN

That's right! Grants are up market and high priced. Watsons offer great value, low prices on basic quality items. Both are highly successful. Their images are different from each other because they have different customers.



What are the elements that create the difference in image?

These are the elements that create an image.

1 White space

The Watsons' advertisement is full of black type. This takes your image down market. People conclude that your quality isn't great but your prices are low. The Grants' one has plenty of white space. This takes your image up market and people perceive you to be high quality and high priced.

White space doesn't have to be white. It could be any shade. What matters is that the space isn't filled with ink.

2 Typeface

There are over 600 different typefaces. They create a vast array of different images. Some look very modern. Some extol traditional virtues. Some look scientific. Others are friendly. Some are threatening (think of the Hammer House of Horror typeface). Some convey professionalism. Etc etc.

Grants use a classic typeface that projects the quality of the store. Watsons is quite different.

3 Illustration

The point here isn't about whether or not you should use an illustration. If your budget is big enough, the old adage about one picture being worth a thousand words is probably true.

The point here is that, if you do use an illustration, the illustration you choose will speak volumes about your image.

Suppose you are producing a brochure for a residential care home and you want an illustration for the front cover. Let's think through some of the options.

- a) You could show a picture of the outside of the building. Can you see it in your mind's eye? There are the steps leading up to the front door. Should it be open or closed? Why?
- b) You could show a picture of a large communal room. It's full of old people chatting, laughing and playing bingo. Image?
- c) This picture is of a bedroom taken from the doorway. There's no-one in the room. The bed is beautifully made up with covers turned down the regulation amount. Behind it is a window which looks onto the trees beyond. Image?
- d) Return to the outside of the building for the final shot. There are steps leading up to the front door, which is open. Stood in the doorway is someone dressed in nurse's uniform, with their arms folded. Image?

To repeat, the illustration you choose speaks volumes about your image.

The Grants illustration is up market, so we perceive the firm to be up market too.

4 Price

In contrast to the Grants advert, the Watsons one focuses heavily on price. What do you think of shops which don't have prices in their windows? Don't you perceive them to be expensive and probably high quality? What about those shops who plaster almost their entire windows with posters displaying prices? Don't you perceive them as having very low prices - but you'd have to check the quality carefully?

Here's a general rule. The more price dominates your publicity, the lower people will suspect your price to be . . . and your quality too.

There are three other factors which aren't illustrated by the Grants and Watsons adverts.

5 Quality of paper

Often people who don't know your firm judge it by the quality of the paper it uses for letters, leaflets, brochures, quotations etc. They literally 'feel' your quality. There are two main factors, the thickness of the paper and its texture - glossy or matt.

6 Colour

Some colours, or combinations of colours, position you as up-market. Others do the reverse. Bright, day glow colours are great for getting noticed but firmly anchor you down-market.

7 Size/shape/fold

There are several factors at work here but they can be conveniently taken together.

- a) Paper comes in standard sizes and the typical layout is A5, printed on one side. Most variations of size or shape would probably cost (much) more. It might be worth assessing this extra cost against the likelihood that a different size or different shape would stand out and be noticed. A different shape might even imply originality or innovation on your part. Is that the image you desire?
- b) Think about what Action you want people to take and how they will do it.

For example, suppose you give a woman a leaflet or brochure when she visits your premises or is in the street. She may put it in a crowded handbag and not remove it for some time. What matters is your image on paper, not only before she puts it in her bag but also when she takes it out again. So think, what size should the literature be, should it be folded (and how thick should the paper be)?

Likewise, any literature which you send or give to a business - if it's retained - is likely to be kept in a filing cabinet. Research shows that A4 sized brochures are regarded as more serious and important. In addition, smaller brochures may get lost from sight in the filing cabinet.

- c) If you had your leaflets folded, would it be worth the extra cost? (Folding, printing on both sides, thicker paper?) Possibly, you could put an intriguing headline on the front, eg 'We know a lot about your needs. It's inside.' If you get the reader to open up the leaflet, you've already reached Interest in the Attention - Interest - Desire - Action sequence.

Consistency

Consistency is crucially important when creating and maintaining an image. The human eye seems drawn to inconsistencies. So, if you get six of the above things right and one wrong, it's almost as bad as getting all seven wrong.

You don't need to be an expert. But you do need to know the seven elements

You don't need to know the difference between 600 typefaces or 700 colour combinations. You can take advice on those from 'experts' like printers, graphic designers, newspaper people or advertising agencies (if you can afford them!). But you need to be able to keep these people on a tight rein so that you get what you want, rather than what happens to be handy for them.

To do this, first decide very clearly what image is right for your customers. Secondly, make sure that this is achieved for you by the 'experts', element by element.

So your conversation with a printer might begin something like this.

"We're a high quality firm of decorators and we need some leaflets. What typeface and paper do you recommend?"

"Well, I think this and this would be suitable."

"Why do you feel those are best for a high quality image?"

Make people justify their recommendations. Don't deal with them unless you're confident that they can.

The next exercise lets you apply the principles to your own situation.



How should *you* build your image in print?

	Up Market	Down Market	Your Organisation
1 White Space	Lots, simple, plain layout.	Little or none. Crowded layout.	
2 Typeface	Classic. Neat.	Crude. As if done by hand.	
3 Illustration	Choose carefully to convey quality.	Untidy. Crowded. Confusing. Cartoon?	
4 Price	Omit or be discreet.	Write it large. Repeat it.	
5 Quality of Paper	Heavy. Glossy?	Lightweight.	
6 Colour	Coffee and Cream. White. Gold.	G a u d y . Day glow.	
7 Size/shape/ fold	Size and shape appropriate for use. Probably folded.	Not folded; or not folded straight.	

Your image becomes your corporate image.

The image of your business is the face that it presents to the world. It is vital that you get it right for your target customer.

Corporate image encompasses the total external and internal face of your business. It is important that your sales literature is designed to fit within this overall image. Items, such as sales letters, price lists etc, should all reflect the same style.

Image is a strong factor which influences outsiders' perceptions of your business. It includes everything that reflects the personality of the firm and embraces:

- **logo**
- **vehicles**
- **stationery**
 - letterheads
 - continuation sheets
 - business cards
 - invoices/statements etc
 - quotations/estimates
 - envelopes/franking stamps
- **business gifts**
- **signs**
 - office signs
 - shops fascias
 - window signs/display cards/ticketing labels
 - stickers
- **publicity**
 - ads
 - leaflets
 - price lists
 - sponsorship material
- **work clothes**

We said there were three things you have to get right to produce successful publicity. So far, we've covered two of them - AIDA and Image. The third factor is 'Theme'.

Successful Themes

Good publicity, like a good book, has a 'Theme'. A theme is something which makes you read on from beginning to end. It stops you putting the thing down.

Nothing works for all of the people and nothing works all of the time. And there are many Themes you could try. The four Themes that follow have an exceptional track record of success. They'll probably work well for you too. They work with adverts, leaflets, brochures, sales letters and more.

1 Solve a problem

The approach is: someone has a problem . . . your product/service provides the solution . . . the person is now a happy customer.

You'll recognise this Theme used on television to sell pain relievers, shampoo, alcohol, personal hygiene products and vehicle breakdown services. Look at national and local press and you'll see it used time and time and time again. There's a good reason for it. It works. It even works superbly in two or three line classified ads like this one.

Need a plumber? Fast service, value for money. 25 years'
experience. Call Superplumb 342434 24 hours a day.

It's all there - AIDA and Theme packed into just a few words.

Now two line classified ads may not be appropriate for your business, but writing them is wonderful practice and an excellent discipline. If you can produce a complete advert that stands a great chance of succeeding in just two lines, think of the luxury of having a whole page to fill! So have a go, now.



a) What problems does your business solve?

b) Take one of those problems and draw up a two line advert that solves it. Pose the problem in the form of a question.

Problem =

Solution =

2 Here is the news

Most people watched, listened to or read the news yesterday. They'll do the same today, tomorrow, next week and next year. News has an irresistible pull for most of us. It always seems important and potentially interesting.

So, could you make news the Theme of your publicity? Perhaps you could update people about a new product/service, a new use for your product/service, a new case study involving a satisfied customer, a new problem that you've solved, or a new product/service fact sheet that you've produced.

Maybe you could link your publicity to the changing seasons of the year. Or to statutory holidays, St David's Day etc . . . Or to sporting events. Or to forthcoming events like Wimbledon, the State Opening of Parliament, even a full moon.

3 Use humour

You'll see this on television, selling things from alcohol to toilet rolls, but it certainly can't sell everything. Perhaps you could use it for your business? If so, make sure that the humour is relevant. Also make sure you feature your firm's name or brand name prominently, and keep changing the joke.

4 Prove that it works

A dramatic example of this Theme occurred when the nuclear fuel industry crashed a railway locomotive at full speed into one of their containers to prove that it could withstand the impact.

You've probably seen the approach used on television with cars, tyres, cleaning products, wallpaper paste, paint and pet food. The more dramatic the test, the more memorable and effective the publicity.

So, there you are - AIDA, Image and Theme. It's time to pull them together and produce some effective publicity of your own.

Creating Your Own Publicity

How to Get Attention

An advertisement cannot stimulate sales unless it is read; it cannot be read unless it is seen; and it cannot be seen unless it gets attention. It is, of course, the attention and interest of your target customer that you seek - not of the world in general.

You can grab attention in several ways including:

- 1 'White space' (ie the area of paper which is not printed on)
- 2 Border
- 3 Colour
- 4 Illustration
- 5 Headline

More often than not, you will use several of these.

1 White Space

Look at a page of ads in a newspaper. Notice how a large ad with a lot of white space stands out from the rest.

It's a brave decision to produce ads with acres of white space. You're paying for the space and not succumbing to the temptation to fill it with information. But, used properly, it does make the ad stand out.

It also takes your firm's image up market. It makes you seem better quality, more professional, exclusive, 'posh'. And more expensive too.



Will you use white space? If so, how much?

2 Border

This can make your ad stand out and seem important. Like a frame round a picture, it can enhance what is inside.

Again, look at a page of ads in a newspaper and see for yourself.



Will you use a border?

3 Colour

Spot colour in a newspaper draws attention to your ad. Especially if it is the only one with spot colour on that page.

Evidence suggests that full colour ads in magazines attract twice the readership of black and white.



Will you use colour? If so, how much?

4 Illustration

- This is an effective way of getting the reader's attention and interest. Illustrations say things quicker than words. More vividly, too. And seeing leads to believing.
- Especially effective if it has '**story appeal**'. In other words, it causes readers to think 'what's going on here?' Then they read the rest of the ad to find out.
- The best illustration of all is the product/service being **happily used**. Happy customers and smiling faces are a powerful testimony. This is especially so if you can use a before-and-after illustration demonstrating the benefits of the product or service.

Next best is a clear illustration of the **product/service itself**.

'**Attention grabbers**' (eg a nude) which don't particularly relate to the benefits being offered come a poor third.

- Research shows that, provided the quality of reproduction is good enough, **photographs** have greater credibility than artwork and generate about 25% more recall.
- Always put a **caption** under an illustration. It attracts around twice the readership as the main text. So, make it an ad in miniature complete with your brand name and key benefit.



Will you use an illustration?

yes/no

If yes, can you give it 'story appeal'?

yes/no

Which will it be:

- product/service being happily used, or

- just the product/service itself, or

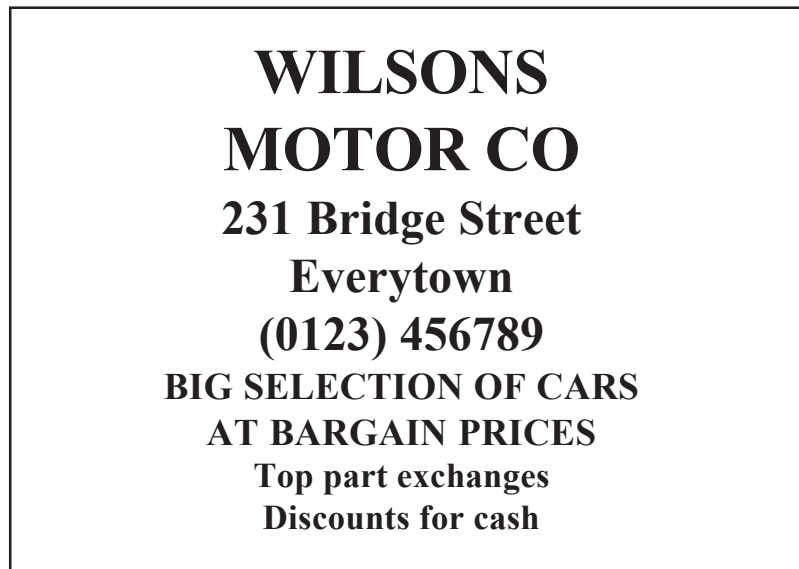
- an attention grabber? _____

Will it be a photograph or artwork? _____

What will the caption say? _____

5 **Headline**

- You must grab their *attention* and arouse their *interest*.
- Do not simply use *your firm's name* as the headline. It isn't a benefit and there is no reason for the casual reader to read on.



- On average, only one person in five reads further than the headline. So use it effectively. **Promise your key benefit.** Arouse their **curiosity** to read on. You can, perhaps, include your firm's name or the brand name but the stress must be on the benefit. Tell them what's in it for them.
- The most important headline words are **YOU, NEW, and FREE.** Use them.
- **Avoid negative headlines.** If you challenge people . . . "Why not buy your next car from Wilsons Motor Co?" . . . they will think of a dozen reasons why they shouldn't. And all that was needed was for you to give them one compelling reason why they should.
- Mention your **target customer** and appeal to their self-interest. For example, 'Great news for retired people wanting financial security' or 'How you can expand your small business with free expert advice'. It will draw attention to your ad from the people you want to read it.
- Put **news** in your headline. It's interesting and motivating for the reader.
- Use **questions.** Challenge them.

- If you are using an illustration, put the headline **below the illustration**. It will improve your response.

Some examples of headlines

- *Instant hot drinks from the new Zoko Supervend will save you time and money*
 - 1 Mentions the target customer.
 - 2 Promises benefits.
 - 3 Incorporates news.
 - 4 Includes the brand name.
- *A quiet word to the hard of hearing*
 - 1 Mentions the target customer.
 - 2 Promises benefits.
 - 3 Arouses curiosity.
- *How little need you pay for a restful night?*
 - 1 Mentions the target customer.
 - 2 Promises benefits.
 - 3 Arouses curiosity.
 - 4 Asks a question.



Exercise 6

Write a new headline for Wilson Motor Co

Check your answer with page 58.

Use these phrases for successful headlines

Here are some powerful phrases to use in headlines. If you've seen them before, there's a very good reason. They work. They will work for you, too.

how to, suddenly, now, announcing, introducing, it's here, just arrived, important, development, improvement, amazing, sensational, remarkable, revolutionary, startling, miracle, magic, offer, quick, easy, wanted, challenge, advice to, hurry, the truth about, compare, bargain, last chance, just released, exclusive, special offer, for the first time, never before, economy, money off, unrepeatable offer, offer closes on (date), guarantee, secret, breakthrough, direct from the makers, help yourself to . . . , 101 ways to . . . , 7 reasons to . . . , (s)he'll love you for this, free gift, improve your . . . , at last, treat yourself, try it in your own home, your big chance to . . . , ask anyone who . . . , 14 days free trial, the fast way, the safe way, the easy way to. . .



Let's put together, piece by piece, a headline for your own business.

Step 1 Write your key benefit in about 3 words.

Step 2 Can you put news into it?

Step 3 Include at least one of these: you, new, free.

Step 4 Write down your target customer in about 3 words.
Can you add it to the headline?

continued

Step 5 Try rewriting it and adding curiosity.

Step 6 Try rewriting it as a question.

Step 7 Take the version you prefer and make sure that
(i) it's in the present tense
(not 'was' but 'is'; not 'will look' but 'looks') and
(ii) you've avoided the present participle
(not 'of saving' but 'to save').

Step 8 Is it written the way you speak? Be direct, clear, factual. Don't exaggerate. Use short, simple words. Can you make it slightly shorter but not miss anything out?

Step 9 Now leave it alone for a couple of days. Come back to it with a fresh mind. Fine tune it if you have to. Then try it out on other people.

How to Create Interest and Desire

You've already captured the attention of your reader and gained their interest. Now you must hold that interest and turn it into an overwhelming desire for what you are selling. You do this with the body copy.

Body copy

Add conviction (testimonials?). Promote benefits. Persuade. Show enthusiasm. Create urgency!

Some points to remember when writing body copy:

- Talk to the person on your right who leans across and asks: "I'm thinking of a new (eg car), which do you recommend?" Talk to that one person. Don't address a public meeting.
- Be factual rather than using superlatives, generalisations, platitudes or waffle.
- Be enthusiastic, friendly, memorable, helpful.
- Tell the truth, but make the truth fascinating.
- Short words, short sentences, short paragraphs - use plenty of sub-headings.
- Ones that look like editorial can substantially improve readership.
- The first paragraph must tell the story and follow on from the headline.
- The ideal length for the first sentence is a maximum of eleven words.
- Break up the paragraphs with sub-headings.
- A line space between the paragraphs increases readership by 12%.
- Don't use too many typefaces.
- In long copy, set key paragraphs in bold type or italics.
- Don't set copy in reverse (ie white on black).
- Use lower case in body copy - it's easier to read.
- Don't get technical.
- Use questions to hold interest.
- Emphasise your basic idea - the main benefits.

How to Get Action

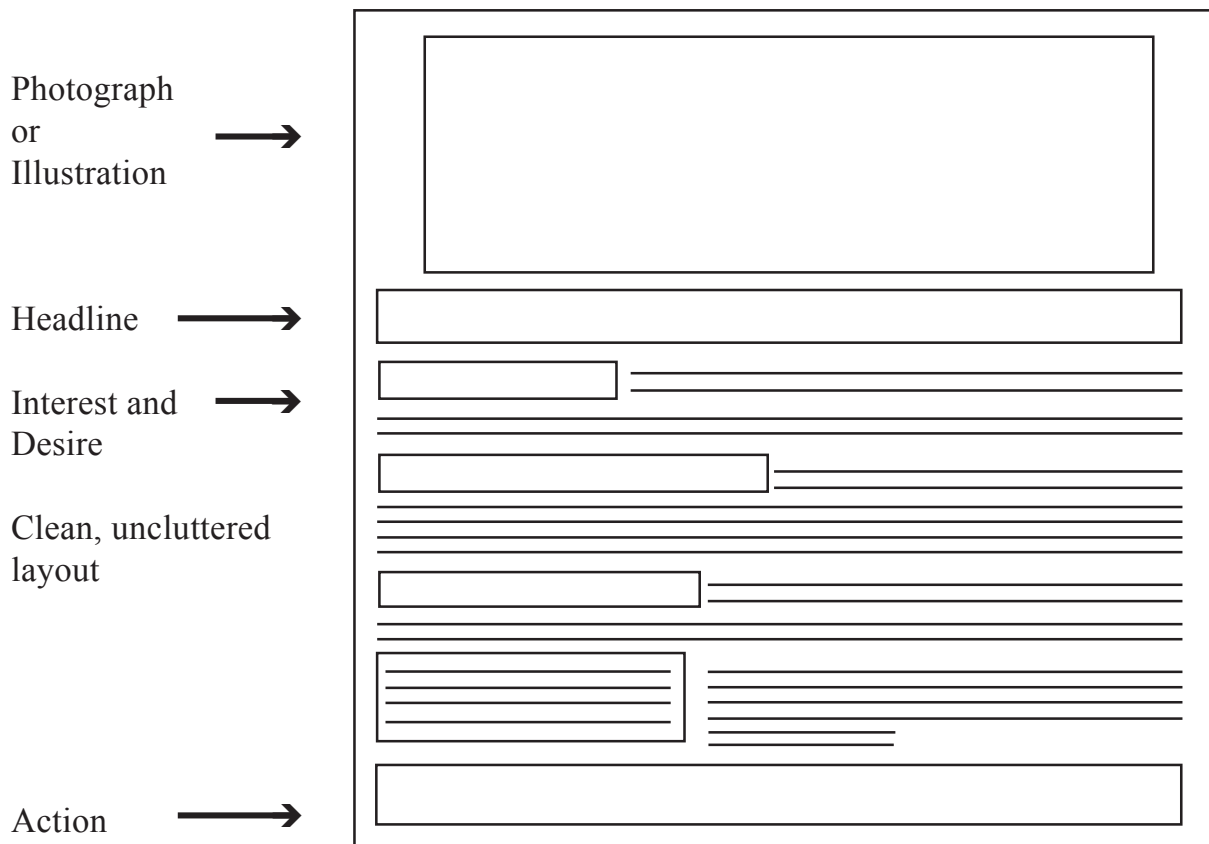
You have gained attention, developed interest, and created the desire to buy. Now what you must do is make it **easy** for them to take the action.

Map? Car-parking? Hours of business?

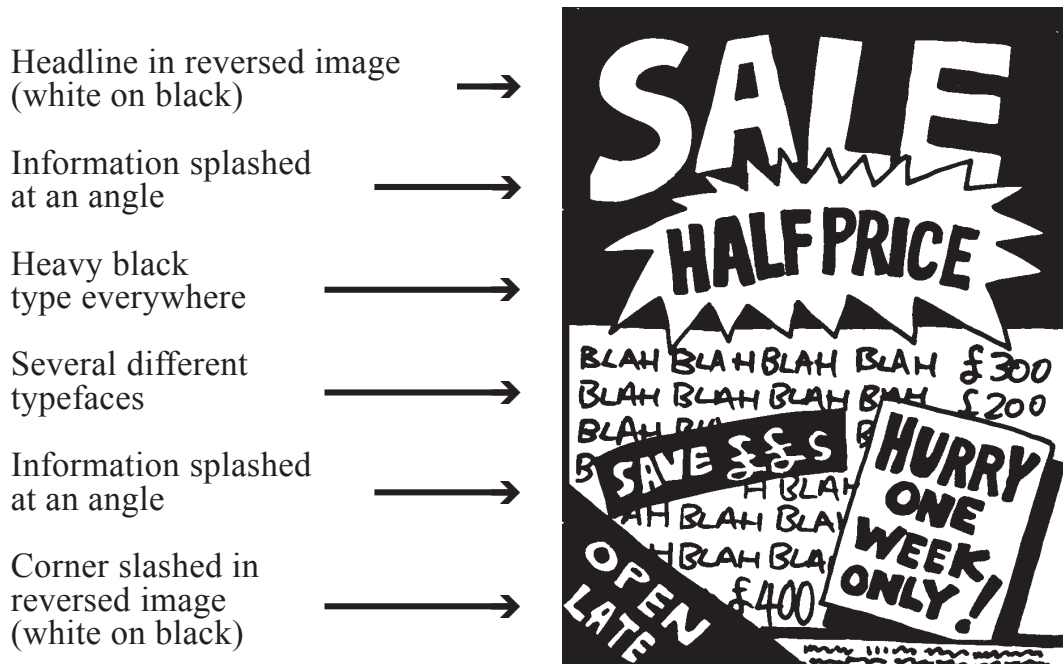
Make action easy ('end of phone', 'free brochure', 'easy parking', 'no obligation', 'free trial', response coupon).

Tell them why, when and where to buy it, how to get there, how much it costs. Get them to it - **N O W**.

Example This is the simplest and most reliable of layouts



Example An example of a ‘bargain basement’ approach.



How much should you spend?

Companies should plan their advertising spend to match their sales targets. The advertising budget is a primary budget and not a residual item to be allocated when everything else has been agreed.

Monitor your results

Wherever you advertise, whether it be press, radio or TV, monitor the response to see whether the objective of the advertisement has been achieved. If not - **why not?**

So, keep records of:

- number of inquirers
- number of sales
- cost per enquiry
- cost per sale

... and **learn from them.**



Your body copy

A t t e n t i o n	How are you going to capture the attention of your prospective customers?	
I n t e r e s t	How are you going to hold their interest? 'Tell more - to sell more'. Use benefits.	
D e s i r e	Create the desire to buy by matching benefits to your target customer's wants.	
A c t i o n	Close the sale. Get urgent action.	

Section 4

Promotion

Public Relations

Public Relations is about improving the relationship between your organisation and its 'publics'. That means its customers, staff and opinion formers. For some organisations, it also includes shareholders and even central and local government. Its aim is to turn apathy and ignorance into interest and knowledge. It is mainly about creating longer term benefits. (It has been described as 'flannel soaked in gin'!)

It's not free - because of the time and other costs involved. But it isn't paid for in the way that media advertising is paid for.

Some examples of PR

- 1 News releases. These are covered in the next section of this workbook.
- 2 Sponsorship. Consider carefully your target customer. It doesn't need to be expensive. For example, a school poetry prize, a school football (etc) club, your local Rotary Club.
- 3 Give talks or demonstrations to groups of your target customers. For example, to the WI, or to the Junior Chamber of Commerce.
- 4 Produce a newsletter or house journal, send it to your 'publics'.
- 5 Press conferences, where you entertain and brief the press about something (eg on important new product/service).
- 6 Stunts, silly stories or gimmicks - especially at times of the year when the press is short of news stories (usually summer and between Christmas and New Year).
- 7 Letters to the letters page of newspapers and magazines.

Plan your PR campaign

It will work better if you plan it rather than do it in a sudden rush.

- Set objectives. For example, increase your publics' awareness and interest in your firm; launch a new product/service; become recognised as an authoritative voice in your industry. But take these into greater precision. Specify 'how much', and 'by when'.
- Decide your strategy and plan. Decide what you're going to do, how, and when. Decide how you'll evaluate it (eg sales increase, press cuttings, enquiries for further information).
- Set a budget. Put a limit on how much you'll spend.
- Do it.
- Evaluate it.
- Plan your next move.

News Releases

A well devised news release is an inexpensive method of promotion. It is not unusual for a release to attract more attention than an advertisement, particularly if it includes editorial comment.

Is there anything happening in your company, or with its products, that is newsworthy? Can it be exploited in the trade press, general press, radio or television? They are always on the lookout for news and feature material that could be of interest to their audience. Make your company and its products or services better known.

For details of relevant publications, radio and tv stations to send your press release to, look in British Rate and Data (BRAD) which is a directory of UK publications. You'll probably find it in your main commercial reference library.

How to Write a Successful News Release

Remember: It's a **news** release. It has to contain **news**.

Write it to this sequence:

First	What (briefly) it's about, and When
Second	Who it's about - your organisation's name
Third	Where your organisation is based
Fourth	Why your product or service is good
Fifth	How your product or service can be used
Sixth	Details of your prices, sizes, colours etc
Seventh	How to get further information; your name, address, phone, fax etc.

1 Basic Layout

- Use A4.
- Keep it short, ideally one side (more likely to be read). Don't carry two to three lines over on to a continuation sheet - cut story to fit.
- Have a printed heading.
- Don't put 'press release' (alienates tv/radio).
- A coloured border around the news release may help by increasing its visibility.
- Use wide margins (4 cms minimum).
- Double spaced.
- Indent the paragraphs.
- Put name and phone number of person to contact for more information.

2 Embargoes/Dating

- Avoid embargoes where possible.
- Date your release.

3 Headlines/Sub Headings/Paragraphs

- Avoid clever headlines.
- Just use headline to identify the story.
- Be careful with humour.
- Use sub-headings only in long news releases.
- Use short paragraphs, short sentences, short and non-technical words.

4 Style/Punctuation

- Start with main information (who, what, where, when) in first paragraph; why and how in second paragraph; then progressively add details.
- Check you've used correct spelling and grammar.
- 'Quote' if possible.
- Do not write firm's name in capital letters.
- Never underline anything and avoid exclamation marks.
- Angle it towards the publication concerned.
- Write it in the third person: not 'we have' but 'the firm has'.
- Never start a sentence with a number. From one to nine (inclusive) write in words; 10+ write numerically; write £5m or million not £5,000,000.
- July 1st not July first.
- Some journals and newspapers write % as percent - check style before you write release.
- Avoid '&' (unless it is part of firm's name).
- Avoid full stops (periods) in initials eg ICI, VAT etc.
- Avoid *italics*, extra large, or extra small typefaces, don't use CONSTANT UPPER CASE.

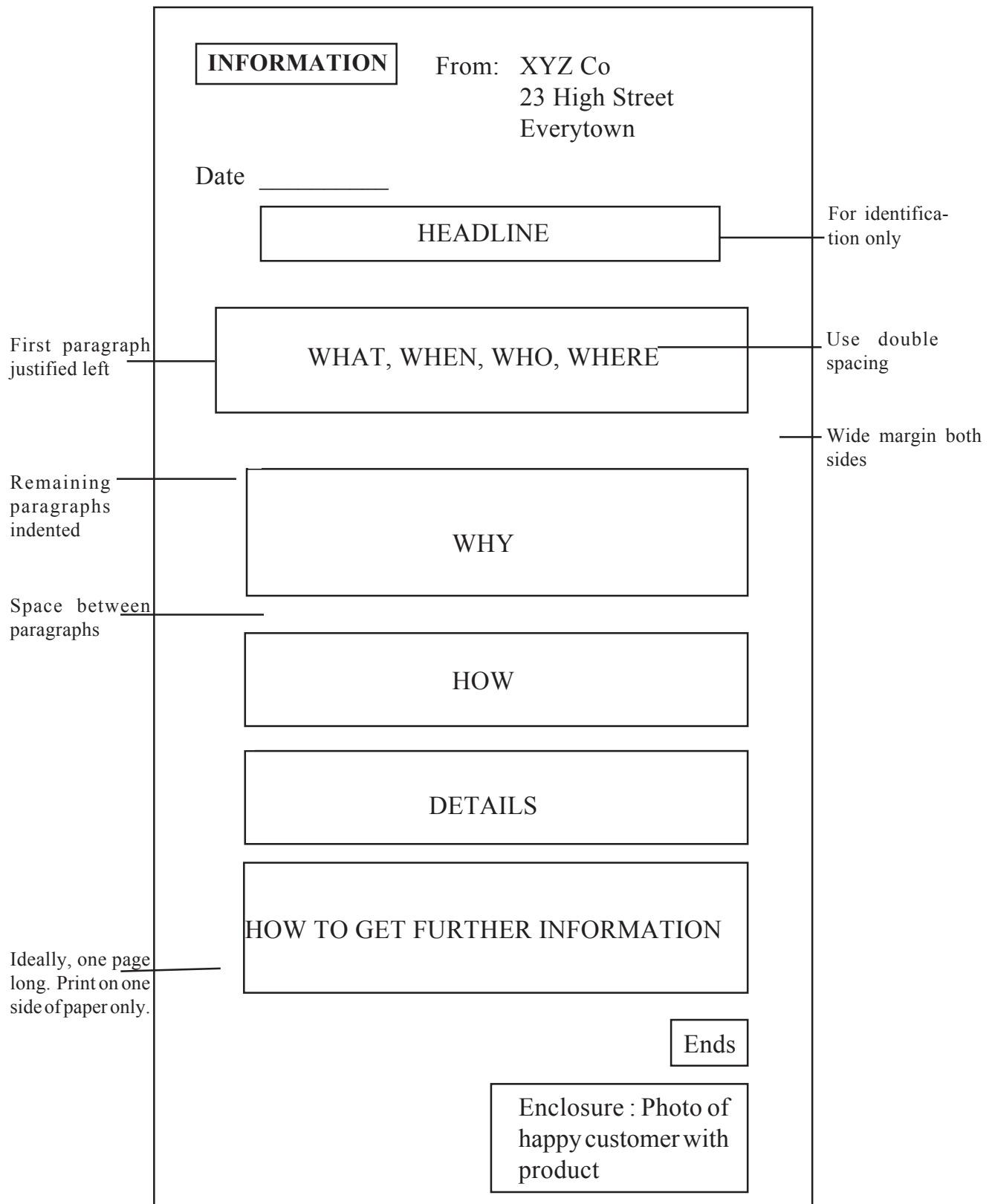
5 Photographs

- If relevant, attach black and white photograph to the release.
- Affix caption to the rear of photograph; cross reference it to the release.

6 Action

- Address it to the right reporter (see a back copy or phone to check).
- If it's not used after a reasonable length of time, phone and ask politely why.
- Learn from it and improve.

How to Layout a Successful News Release



INFORMATION

From: Study House Ltd.
23 Railway Cuttings
Anytown
LA9 5BT

Date: 6 July 20xx

Headline ————— Major export success for local firm

What, When
Who, Where ————— Local publishing firm Study House of Anytown has just won its first export order. Australia wants 10,000 of its Advertising and Promotion workbooks by the end of this month.

Why ————— Director, Bob Markham says, “The Australian Development Agency were impressed with our speed of service, quality of print and ability to personalise the material for the Australian market”.

How ————— Vector is already an important supplier of 22 workbooks to the government sector as well as to other leading organisations in the private sector.

Details ————— The Advertising and Promotion workbooks open flat for easy use, are fully illustrated and have an attractive wipe-clean cover. “It’s a part of our push into new markets. We’re proud as punch. It shows what a small firm can do if it really tries”, said Keith Kirkland.

How ————— Further details from:- bob Markham, Study House Ltd.
ENDS

Enclosure: 1 photograph

What could you write news releases about? Jot down ideas here.



Sales Promotion

What is Sales Promotion?

The Institute of Sales Promotion defines it as, ‘That range of techniques used to attain sales/marketing objectives in a cost effective manner, by adding value to a product or service, either to intermediaries or end users, normally, but not exclusively, within a defined time period’.

Sales promotion is characterised by being something which is:

- specific
- short term
- non-recurrent
- out of the ordinary.

Sales Promotion covers just about everything you can do to give customers a tangible incentive to purchase (and your salesforce/distributors a tangible incentive to sell).

Everything, that is, on top of the basic sales message. Any valid definition is likely to include the following elements.

- There must be a featured offer.
- The offer must be of tangible advantage.
- The offer must be designed to achieve marketing objectives.

Advantages/Uses

- To overcome special problems, eg to encourage distributors to take a new line.
- To exploit special opportunities, eg supporting your advertising campaign.
- To motivate staff. This has to be short term or it loses its effectiveness.
- Where brand loyalty of customers is low.
- Can be very specific, eg geographically, or to a specific distributor.
- You get a direct response, so you can evaluate it.
- Many types harness the power of involvement of staff, distributors, customers.

How to do Successful Sales Promotion

1 **Identify ‘pressure points’** where you can use it. Four main areas:

- to your sales staff ie ‘push it’

- 2 **Decide the budget** you can afford.
- 3 **Set objectives.** Write down clear, measurable objectives. What are you seeking to achieve?
 - Increase sales.
 - Clear stock.
 - Even out seasonal trough.
 - Launch a new product/service.
 - Reawaken sleeping accounts.
 - Offer a 'thank you'.
 - Match competitors.
 - Encourage a trial purchase.
 - Motivate your salespeople.
 - Get sales.
- 4 **Choose techniques** to achieve objectives. There are four main categories.
 - Competition or game (eg win a holiday).
 - Extra product free or at reduced price (eg buy 2 get 1 free).
 - Price cuts.
 - Added value (eg give coupons to get free plants).

- sampling/trial offers/joint offers
- price reduction
- coupon offers
- loyalty builders
- banded packs (multi packs)
- trading stamps
- free gifts
- self-liquidating offers
- personality promotions
- contests and competitions
- charity promotions
- sponsorship
- deals and incentives to the trade
- give subsidised/free advertising to the trade

incentives for your own sales staff.

- 5 **Decide timing**, frequency, tie-in with product/service availability and advertising.
- 6 **Test** it on a small scale.
- 7 **Evaluate** the test.
- 8 **Plan** your full campaign, eg design and print, displays, presentation to sales staff/wholesalers/retailers.
- 9 **Do it**.
- 10 **Evaluate** how well it has achieved its objectives.

Exhibitions

Exhibitions and Trade Shows are expensive exercises as they tie up a lot of resources, especially in terms of money and time. Nonetheless, if they are properly planned, they are valuable promotional activities. They present a superb opportunity to reach potential customers and provide an excellent theatre to launch new products, carry out market research, generate new contacts and to foster relationships with existing customers.

Broadly speaking, exhibitions fall into two distinct categories:

Trade only shows

Consumer shows for the general public.

Trade exhibitions are not easily analysed in terms of cost effectiveness. Some enquiries may not prove profitable for months, or even years.

It is important to be aware of forthcoming exhibitions which may be of interest to your business. There are several sources of advance information and you'll find them in your main reference library.

How to Succeed at Exhibitions

Preparation

- 1 Choose the right exhibition. Check out the exhibition organiser. Check out the

- visitor profile. If it's a totally new exhibition, check out the organiser's track record.
- 2 Start at D day and plan backwards.
 - 3 Decide who is in charge. Give them full responsibility.
 - 4 Organise layout, policy on sitting, smoking, staff, training, furniture, samples, brochures etc.
 - 5 Set clear objectives, eg 'to get 50 new contacts to follow up afterwards'. Don't do it just to 'fly the flag' or because competitors are there.
 - 6 Use direct mail to invite the right prospective customers. Send free admission tickets, VIP name badges, and your catalogue (if you have one). Entice them with gifts if they visit your stand.
 - 7 Arrange an event at your stand (eg 'dealer of the year award' presentation). This will attract attention, develop PR, and provide you with a basis for an excellent news release.
 - 8 Choose the best stand you can afford. Visitors usually turn left from the entrance and then follow a systematic route.

Visitors

- 1 Three types - existing customers, potential customers, time wasters. Have a policy for how you'll identify them, and how you'll deal, separately, with them. The crucial issue is to identify (new) prospective customers and lead them towards a sale.
- 2 They come (mainly) for something new. New ideas, products, services, solutions. They like to collect information.
- 3 They walk past your stand in about 3 to 6 seconds.
- 4 At a major UK exhibition, they stay an average of 4 hours 20 minutes.
- 5 They are attracted by noise, music, crowds and demonstrations.

Whose Territory?

- 1 Visitors are off their own home ground and so feel less comfortable. Gangways are fairly neutral territory. But they perceive your stand as definitely 'foreign' and have difficulty in crossing the threshold.
- 2 Hence, they feel shy, reluctant to talk and unwilling to disturb your display of immaculately arranged brochures.
- 3 So, you must 'reach out' to them to overcome their shyness and reluctance to talk. You must arrange brochures to encourage visitors to pick them up, not so as to win prizes for artistic merit.

Your Stand and Staff

- 1 They must be open, warm and welcoming. Check what the body language is saying.
- 2 Don't block the entrance with furniture or bodies.
- 3 Don't let your staff cluster in a group talking to each other.
- 4 Don't pounce on customers . . . or ignore them.
- 5 Have your product working, if possible. If not, have a moving object to attract passers-by.

The Conversation

- 1 Smile. Approach them and open the conversation. Ask open-ended questions (not "Can I help you?").
- 2 Show that you are interested and listening. Make them feel important. Get their name and use it.
- 3 Find out what they are interested in by asking open-ended questions. Decide who is best able to help them.

- 4 Invite them to sit down to discuss business.
- 5 Record details so you can follow up later.
- 6 Follow up fast.

Your Personal Action Plan

Appendix 1



Further Reading

Appendix 2

The Craft of Copywriting	Alastair Crompton	Business Books
Ogilvy on Advertising	David Ogilvy	Pan Books
Planned Press and PR	Frank Jefkins	Blackie
All about PR	Roger Haywood	McGraw Hill
Be your own PR man	Michael Bland	Kogan Page
BRAD (British Rate and Data)	British Rate and Data Chalk Lane Cockfosters Road Barnet EN4 0BU	Maclean Hunter House

Answers to Questions

Appendix 3**Exercise 1** (page 3)

Porsche are sports cars. Words associated with Porsche would be expensive, sleek, fast, sporty, racy, image, quality.

Volvo are famous for their estate cars. Words associated with Volvo would be safe, reliable, roomy, comfortable, durability, quality, build strength.

Exercise 2 (page 10)

‘Add value to your home with this beautiful furniture’ is the better heading because it offers a benefit. People buy benefits.

The best made furniture in the UK is a feature not a benefit.

Exercise 3 (page 10)

You can, of course, have any number of ‘correct’ answers to this question. How about:

- Live in style with Albion furniture
- Beautify your home with Albion classic furniture
- Impress your friends with Albion furniture
- relax in comfort

Exercise 4 (page 16)

The leaflet is nondescript and almost certain to be ignored. You cannot tell from the illustration what kind of wardrobes are on offer, eg:

- are they cheap?
- what are they made of?
- what is the workmanship like?

There is no incentive to contact B Smith because there is nothing in the leaflet to make you want to take action.

Maybe an untargeted leaflet drop is not the right way to promote fitted bedroom furniture anyway. Probably only one person in a thousand might have been looking to install a fitted wardrobe on the day the leaflet was delivered. Moreover, there is

nothing in the leaflet to make people want to find out more about the wardrobes.

Exercise 5 (page 19)

J J Decorators must be cheap and cheerful because:

- the 'decorator' in the advert is rushing to complete the job.
- the clock face indicates that time is of the essence - the job will be done quickly.
- J J Decorators can't be real decorators because they will turn their hand to anything on offer, eg household repairs.
- the 'decorator' in the picture is spilling an open can of paint.
- 'Early booking available' indicates that they currently have no work.
- It's time **now** to ring implies that they are sat twiddling their thumbs with no customers at present.
- 'Private and Commercial' indicates they don't care where they work or what they do.
- cartoon characters tend to be taken less seriously than photographs.

Exercise 6 (page 36)

You can have any number of 'correct' headlines. Here are some real examples from a local newspaper.

'Save £££s at Wilson Motor Company.'

'Your entire satisfaction guaranteed at'

'We offer friendly, honest service at'

'The news you've been waiting for - great offers from'

'Superb cars of the highest quality from'

'Looking for a great car at a great price?'

'No deposit, no payments till'

'Buy now, pay later.'

'Refused finance? Need a car? Loan approved cars in stock.'

'Deals that sound too good to be true.'