



3 - WORKSHEET - The ADculture

From page 37

Just about every form of electronic media has influenced society as a whole or individually through soul connection.

Jog your memory and jot down some former ads from your youth, good or bad, that still stand out in your memory. _____

Why was that ad appealing to you? _____

What did you like dislike about it? _____

Think of an ad that may not have been directed toward your demographic but you still remember and enjoy it. _____

What made this ad stand out in your memory? _____

Why some ads don't work.



There is a valid reason why political correctness is prevalent these days. Would you want to spend time having to defend contentious messages like the actual ads shown above? The last thing your brand needs is to be cast in a bad light. Whether or not you disagree with overly-sensitive groups, you will still have to face public consequences.

Before you begin writing your message, try to set some parameters in order to avoid possible repercussions from specific organizations.

Create a list of terms, and phrases you may want to avoid using in your ad messaging.

When owners talk about their business, they have a tendency to get overexcited. This is when they express way too many concepts in one message. You don't need to make a laundry list of the items you sell in an ad. Refer the listener to your website for peripheral information. Stick to the basics.

1. Who are you? (Your brand name) _____

2. What can you do for me? _____

3. How can I get ahold of you? _____ (usually a website)

It's evident that you know everything there is to know about your business. Don't assume everyone else knows it. Treat your ad as if it's the first time you're being introduced to the world.