

# Elements of an Effective Ad

Most ads that work well incorporate AIDA - **Attention, Interest, Desire, Action**. In the real world example shown here, notice how the elements work together.

**COLOR:**

Improves readership dramatically over black and white.

**COPY:**

Whether bulleted or in paragraph form, copy is the element which produces **desire**. Completeness counts; readers want to know what's in it for them.

**LOGO, ADDRESS, TELEPHONE:**

Lets readers know at a glance how to reach you. Logos generally belong at the bottom of your ad; that's where readers expect to see them.

It's All About *Style* For Less!

Over 45,000 pairs from the best brands like BCBG, Nine West, Van Eli, Steve Madden, Cole Haan, Sperry, Kenneth Cole, Clarks and New Balance - all at up to 60% OFF retail!  
Open Wednesday - Sunday  
Fresh Fashions Every Day!

www.srishoes.com

**SRI SHOE WAREHOUSE**  
Men • Women • Kids  
300 Business Center Drive . Reisterstown, MD . 410/526-0070

**HEADLINE:** Offers the reader a benefit to attract **attention** to your ad. The first question a reader asks is "What's in it for me?".

**GRAPHIC:** Stimulates reader **interest** and ensures quick visibility. Line art, illustrations, and photographs can all be eye-catching. Keep the graphics clean and uncluttered; this element best represents the image you are trying to convey.

**SMART SHOPPER® SAVINGS CERTIFICATE**

**GET FIVE SRI DOLLARS**

**Good Toward Your Purchase**  
Certificate **MUST** be presented at time of purchase.  
Certificate has no cash value.

SRI SHOE WAREHOUSE  
"You'll Find It All...At SRI!"

300 Business Center Drive  
Reisterstown  
410.526.0070

**OFFER EXPIRES JULY 31, 2006** NW

**RESPONSE MECHANISM:** Ask for the sale with a coupon, savings certificate, or gift certificate. Urge reader **action**. Many merchants use couponing only to attract new customers; don't ignore your existing ones. Notice how the store name is included in this offer; nice touch. Keep the offer clean, easily understood, and motivating, and keep your disclaimers to a minimum.