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## Elements of Good Advertising

- Know your audience
- Arresting title (one that connects with people)
- Logo / brand name / theme
- Connect with needs? One or 2 sentences, or questions: Have you ever wondered:
  - What the Mark of the Beast is?
  - How a 2 600 year prophecy is relevant today?
  - Is Covid-19 a sign of the end?
- Use an arresting statistic

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## Elements of Good Advertising

- Offer to meet that need (persuade them to come. “You have to be there!!”)
  - Address universal issues – fear, security, health, confusion, etc.
  - Make them curious to attend
  - Provide special offers

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## Elements of Good Advertising

- Where / When / Time
  - Neutral venue where possible
  - Don't change times and venue: You lose people everytime (e.g. 6pm on Sundays, 7pm on Mondays, Weekends at venue A, weekdays at venue B)

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## Elements of Good Advertising

- Call to action
  - Ensure there is an available number (not on voice mail), or an email response within 48 hours
- Use power words: FREE, SPECIAL, LIMITED, ONLY
- Use a burst effectively (secure parking, free offer, transport available, etc.)
- Aim for simplicity and memorability

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## Elements of Good Advertising

- Needs to be well designed – good images, colours, fonts (don't let someone design an advert who learnt about design 3 weeks prior)
  - Text: proper spelling, grammar, well chosen words
  - Don't use many fonts – about 2 is sufficient. Use clear fonts, *not ones like these*
  - Choose graphics well – linked to need, subject of event, should be non-offensive, gender/race inclusive, not too many
  - Understand how colour works

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## Elements of Good Advertising

- Use colour effectively:
  - Colour varies from culture to culture
  - Colour affects us psychologically and emotionally
  - Colours that excite (high wavelength colours): red, orange, yellow
  - Red: often described in terms such as active, stimulating, energetic, and vital

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## Elements of Good Advertising

- Use colour effectively:
  - Yellow: Has a cheerful effect
  - Green communicates abundance, health, calmness and peace
  - Blue suggests coolness or refreshment. Darker blues give a business-like image.
  - White is linked to purity, cleanliness, mildness

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## Elements of Good Advertising

- Presenter - have a professional image, short description as to why you need to be listened to
- Don't over-communicate on the advert – too much text makes the eyes tired, too little text can confuse
  - Use bullet points instead of long sentences

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## Elements of Good Advertising

- Deliver on your advertising promises
  - Neat venue
  - Special offer
  - Reserved booking space
  - Secure parking
  - Good music
- Have posters with campaign branding on in the main streets leading to the venue

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## Media

- Consider using the local newspaper, local community radio station. Try to secure a free interview with a local station.
- Concentrate advertising on area around venue
- Pamphlets have about a 3-5% response rate
- Importance of friendship – advertising not the primary way to fill the hall. If it is, people can easily slip out again.

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## Media

- Church to unlock the “Potential of the Pew”
- Integrated advertising – same look and feel via handbill, internet, radio
- Distribute handbills about 2 weeks prior to campaign. Any time longer, may cause people to forget about it.

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## Radio

- Strengths
  - Intimacy
  - Short lead times
  - Use of local personalities
  - Community stations cheaper. Try and secure an interview with the local radio station.

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The slide has a dark, textured background with a horizontal orange rope-like line near the top. The word "Radio" is centered at the top in white. Below it, a bulleted list of weaknesses is shown in white text.

## Radio

- Weaknesses
  - Clutter
  - No visuals
  - Limited time slots
  - Audience fractionalisation
  - Buying difficulties

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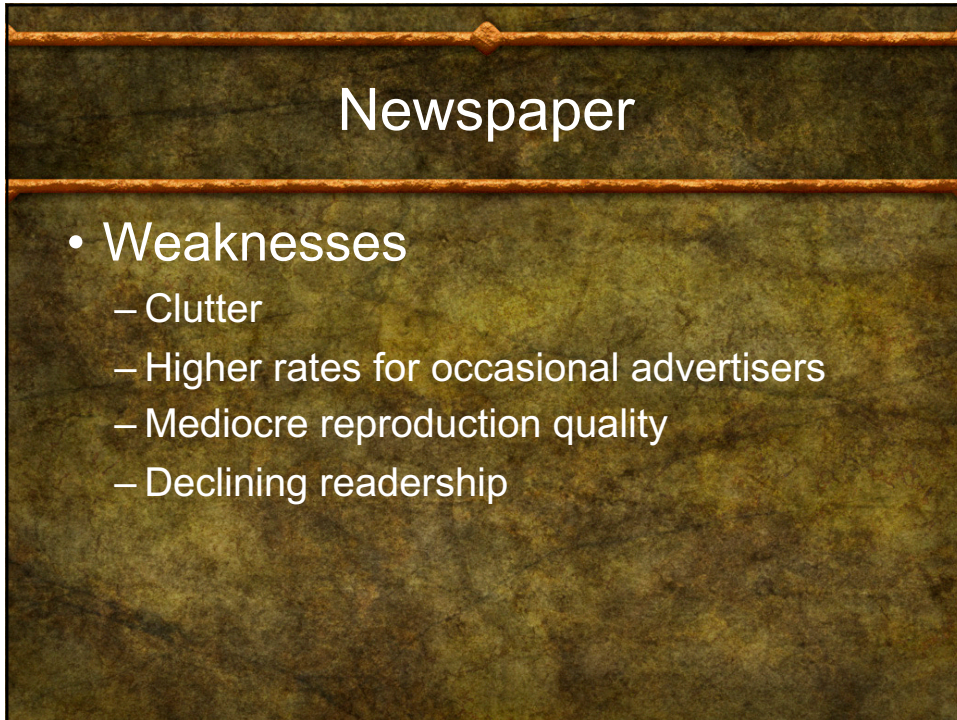
The slide has a dark, textured background with a horizontal orange rope-like line near the top. The word "Newspaper" is centered at the top in white. Below it, a bulleted list of strengths is shown in white text.

## Newspaper

- Strengths
  - Mass audience coverage
  - Short lead times

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A slide with a dark, textured background and a rope-like border at the top. The title 'Newspaper' is centered at the top. Below it, a bulleted list of weaknesses is presented.

## Newspaper

- Weaknesses
  - Clutter
  - Higher rates for occasional advertisers
  - Mediocre reproduction quality
  - Declining readership

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A slide with a dark, textured background and a rope-like border at the top. The title 'Social Media' is centered at the top. Below it, a bulleted list of strengths is presented.

## Social Media

- Strengths
  - Flexibility: modify adverts
  - Reach options are wider
  - Audience engagement (two way dialogue)
  - Metrics
  - Cost effectiveness

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