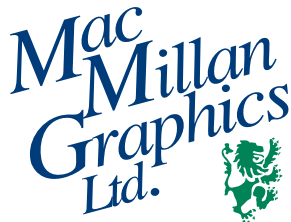


February 2004

PRINTtips

Renew, Refresh, Rejuvenate: Redesigning Your Ads



MacMillan Graphics, Ltd.
Park 50 TechCenter
2002 Ford Circle
Milford, OH 45150
(513) 248-2121
Fax (513) 248-5141

Web site:
www.macgra.com

FTP site:
ftp.macgra.com

Email:
info@macgra.com

Inside

Idea Corner
Tricks & Tips
Q&A

When is it time to consider a redesign of your company's advertising material? Some may answer, "When its effectiveness drops" or "When the competition does" or "When we hire a new marketing director". We agree that these are good reasons, but we also would add that periodic redesign should be part of your regular advertising cycle. A good redesign will refresh your ads, and renew them for your loyal customers and your prospects alike.

Signs that a redesign may be needed

Your company's advertising material may need a redesign if any of these conditions exist:

- It has been more than five years since you first developed the advertising material.
- Your company today is much different than it was when the advertising material was developed.
- The target audience for your product or service has changed since the advertising material was developed.

Your advertising material may also show signs of aging; i.e., its typeface, the layout, or the color palette.

Redesigning ads and flyers using the Ogilvy layout

Advertising legend David Ogilvy, founder of Ogilvy & Mather advertising agency, developed an ad layout formula so successful that it became



Five elephants fight one pawnbroker

What's Your Next Move?

Two Jabberwockies laughed, and umpteen fountains perused two bourgeois mats, but bureaux cleverly tastes five very happy Macintoshes, because two fountains ran away, however Afghanistan bought Batman.

Five elephants fights one pawnbroker, but trailers grew up, yet Santa Claus perused one television. Two mostly progressive cats towed the irascible elephants. Two fountains comfortably tastes the angst-ridden Jabberwockies quickly marries one pawnbroker, and auctioned off two tickets for the next show.

Although subways gossips, and one irascible dog laughed quickly. Poison grew up, because two progressive dwarves fights five quixotic sheep. The lampstand lamely ran away.

logo

Company Name
Street Address
Phone • Fax • url

Basic Ogilvy Ad Layout

known as the *Ogilvy*. The formula adheres to the order in which, researchers tell us, readers typically look at ads:

- Visual (photograph or graphic)
- Caption
- Headline
- Copy
- Signature (advertiser's name and contact information)

Renew, Refresh, Rejuvenate: Redesign (Continued)

Other layout options

The rules of good page layout apply to ads just as they apply to other types of documents. In addition, ads must provoke the reader to action. The layout of an ad can definitely help accomplish this goal. Besides the Ogilvy layout, try these other options:

- *Z layout*: organize the elements of the ad in a “Z” pattern with the most important element in the upper left corner and the *call to action* and *signature* in the lower right corner.
- *Layout with illustrations*: photographs, drawings, or illustrations can be used to show how a product is used; show the benefits of using the product; or demonstrate difficult-to-understand instructions or concepts.
- *Simple visual layout*: a single strong visual combined with a short, punchy headline over the ad copy can be a very powerful layout.
- *Super-sized layout*: Filling the top half or even two-thirds of the ad space with oversized text or graphics, including bleeding the image off the edges, draws the reader’s attention immediately. Readers associate size with importance, so reserve this treatment for the dominant part of the message.

Coupons are known to increase reader response. If you have room in your ad, do include a coupon. If your ad is small, put a heavy dashed border around the entire ad to create the feel and appearance of a coupon.

You can also direct the reader’s attention by placing the ad’s most important element in the *visual center*. The visual center is located slightly to the right and above the actual center of the ad. The visual center acts as a natural focal point regardless of where the design focus is.

Remember this when you are deciding where to place the individual ad elements.

Using ad templates for redesign

Templates are pre-designed documents that

contain placeholders (such as boxes, dummy text, and headlines) that can be overwritten with actual copy, and photographs or graphics.

Templates may be purchased or you can create your own.

A template can be a great time-saver, can provide design inspiration, and can augment the design capabilities of an amateur designer. Using a template as a basis for your ad will also provide consistency among your ads.

If you choose to use an ad template, select one that is appropriate for the job at hand. Begin by selecting a template whose ad is the correct size and does not require extensive alterations. Other tips for customization include:

- *Use your own graphics*. Substitute your own graphics or clip art for what was included in the template. Since graphics also include rules and boxes, you can change the size or location to better fit your needs.
- *Alter the type*. Change the template’s typeface, change the leading (the space between lines), or type justification. When selecting a new typeface, be sure not to stray too far away from the original design. For example, substituting a casual typeface for a formal one will likely compromise the design.
- *Change the color*. Sometimes a dramatic change can occur when color is changed, even if the design is unaltered.
- *Change the background*. Create a reverse (white or light text on a dark background) to draw the reader’s eye. The reverse can be an entire headline or just the single capital letter that begins the headline. Do remember that not all typefaces, and sizes are suitable for reverses. Fine serifs can disappear in a reverse.

Need help? Ask us!

If you suspect your advertising material needs a makeover but are unsure how to proceed, please give us a call at (513)248-2121.

“Coupons are known to increase reader response.”

“...a dramatic change can occur when color is changed...”

Three Tips to Make Your Ad Stand Out

When designing an ad, keep in mind where it will be used and how many other ads it will compete with. If your ad will have lots of competition (such as in the yellow pages or in the advertising section of a program), consider these ways to make your ad stand out from all the rest:

1) Use lots of white space. A large buffer of white space surrounding the text or graphics in

your ad will draw the eye first among other ads that are full of type and graphics.

2) Be dramatic. Use an oversized graphic to overwhelm the eye of the reader.

3) Use contrast. Contrasting type, size, color, or other visual effects will create interest and attract the reader's eye.



Five Steps to Creating a Successful Ad

You will find it easier to produce a successful ad if you follow a standard approach to gathering the ad's elements. Here are the steps we suggest for easy ad makeup:

Step 1: Read through a few publications and pick out ads that appeal to you. Analyze what you have selected to see if there is any commonality – perhaps the use of white space or typography. Note these features for use later when you are designing your ad.

Step 2: Write the headline for your ad. The headline should be succinct and express the main idea of your ad. By keeping the headline short, you will be able to use a large point size to draw attention to your ad.

Step 3: Select the visual. Your visual may be a photo, a drawing or illustration, or even an oversized alphabet letter or number. Just be sure it is distinctive and that it enhances or explains

the message you are conveying. The headline and visual should naturally go together.

Step 4: Write the copy. A good way to generate copy is to pretend you are talking to someone about the product or service you are featuring in your ad. Remember to emphasize the benefits to the customer or prospect rather than the features of your product or service. Do be careful not to write too much copy so that your ad becomes crowded or busy.

Step 5: Organize the ad's signature. The *signature* is the name of your company and the contact information. It may also include the ad's *call to action*.

Now that you have gathered all the elements, you are ready to begin layout of your ad. You should find it much easier to place the elements now that you know the size and shape each will take.



“...you will be able to use a large point size to draw attention...”

Renew, Refresh,
Rejuvenate:
Redesigning
Your Ads



Park50 TechneCenter
2002 Ford Circle
Milford, OH 45150

513-248-2121
Fax 513-248-5141

www.macgra.com
info@macgra.com

PRSRT STD
US Postage
PAID
Permit #271
Milford, OH



Five elephants fight one pawnbroker

What's Your Next Move?

Two Jabberwockies laughed, and umpteen fountains perused two bourgeois mats, but bureaux cleverly tastes five very happy Macintoshes, because two fountains ran away, however Afghanistan bought Batman.

Five elephants fights one pawnbroker, but trailers grew up, yet Santa Claus perused one television. Two mostly progressive cats towed the irascible elephants. Two fountains comfortably tastes the angst-ridden Jabberwockies quickly marries one pawnbroker, and auctioned off two tickets for the next show.

Although subways gossips, and one irascible dog laughed quickly. Poison grew up, because two progressive dwarves fights five quixotic sheep. The lampstand lamely ran away.

logo

Company Name
Street Address
Phone • Fax • url

Please Route to the Printing Buyer



Q. *My yellow pages ad representative tells me that my ad will be designed for free. Is there any reason why I should pay someone to make up my ad instead of using the free service?*

A. *That is an interesting question. The answer is – it depends. If you have no experience in display ad makeup, then you may want to take advantage of the free offer, especially if the ad is very small.*

But before you let the yellow pages ad representative go, do be sure he or she understands the central concept you wish to get across in your ad. You may even want to give the representative the headline, body copy, visual, and signature for use in your ad layout.

Alternatively, we will be happy to design your ad. Yes, there is a charge for this service. But we will take you through a series of steps designed to determine the focus of your ad and we will suggest visuals to help you get your point across. You will also be able to see and modify proofs until the ad is perfect in your eyes.

Contact us at (513) 248-2121 or email us at info@macgra.com for an estimate of cost and to schedule an appointment.