

Six Steps to Professional Ad Design

Check out these simple steps for professional advertisement design to help you realise the full potential of advertising.

- 1 CREATE A HEADLINE.**
There are three types of headlines commonly used: Benefit Headline, Target Group Headline and Brand Name Headline.
- 2 ADD A SUB-HEADLINE.**
The sub-headline is used to expand the original statement and enlarge the proposition.
- 3 INCLUDE AN ILLUSTRATION.**
“A picture is worth 1,000 words.” Using a graphic not only makes an advertisement more appealing, it creates an instant picture of what is available to the consumer.
- 4 EXTRACT GOOD COPY.**
Good copy doesn't mean long copy! The copy should include a list of selling points and consumer benefits in clear language that leaves no questions in the consumer's mind.
- 5 USE AN ACTION LINE.**
This copy should urge the potential buyer to respond immediately to the advertisement by creating a sense of urgency and a call to action.
- 6 FINISH WITH A SIGNATURE BLOCK.**
Let the consumer know where the goods/services can be obtained. This should include name, address, telephone, fax, business hours and any other pertinent information relating to the retailers location.

DRIVE A BARGAIN

For a limited period only, Joe Bloggs Garage offer you the chance to drive the car you've always wanted, at a price that's unrepeatable!

With stock levels high and in order to make way for new models, Joe Bloggs Garage offer you this "once in a lifetime" opportunity. Choose from our wide range of selected used cars – Ford Fiesta, Ford Ka, Vauxhall Nova, BMW 315, VW Golf, Toyota Yaris, Mazda 323, Nissan Micra, Renault Clio – and lots more.

Each vehicle is on offer at an unrepeatable price and comes with a full parts and labour guarantee.

What are you waiting for?
Treat yourself to a bargain – NOW.

JOE BLOGGS GARAGE

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