

IMAGES THAT SELL:

Most ads are designed to make an impact that you can absorb at a glance. Therefore, the visual appeal of an ad is very important. There are a number of visual elements that make up an ad.

VISUAL ELEMENTS OF AN ADVERTISEMENT

General Mood:	The overall feeling that is conveyed by the ad (a picture may convey a feeling of joy, nostalgia, fun and satisfaction).
Typeface:	The size, shape, and style of the print used in the ad.
Logo:	The sign, symbol, or lettering that stands for the company or the product.
Colour Scheme:	The colour(s) used in the ad and how they relate to each other.
Light:	The brightness of the ad, the contrast between light and dark, and the relationship between them.
Shapes:	The shape of the product, the shapes of the other components in the ad, the relationship between them, and what thoughts and feelings are conveyed by the shapes.
Overall Composition:	The relationship of the above elements to each other and the way(s) in which they are arranged in the ad.

STORIES THAT SELL:

If an advertiser has managed to get your attention visually, chances are good that you will look more closely at the content of the ad. Many ads have components that are similar to those of stories.

STORY COMPONENTS IN ADVERTISEMENTS

Character(s):	The "people" in the ad and the personalities they seem to have.
Plot:	The event that is shown in the ad itself and the events that you imagine have occurred before, or will occur after, that moment.
Setting:	Where and when the scene shown in the ad takes place.
Symbols:	An object that stands for something more than itself (spring flowers might be used to associate a soap product with youth).
Sub-text:	A meaning that goes beyond the surface meaning suggested in the ad. (For example, children's toys may contain a message about violence.)

NEEDS THAT SELL:

Another way that advertisers convince us to buy their products is by appealing to basic human needs.

NEEDS APPEALED TO BY ADVERTISERS

Need:	Example:
To be physically healthy .	"Take a Vita-plus for a well-balanced diet."
To be physically attractive .	"Are blemishes interfering with your social life? Be confident with Dermaclear."
To be free from fear and anxieties .	"Never be lonely again. Call Dial-A-Date."
To feel good about ourselves .	"Buy Romance Perfume. You deserve it."
To belong to a group .	"Meet the gang at Mario's Restaurant – the place where friends gather."
To have status .	"Arrow- the car that says you have made it."
To be Informed .	"The facts are clear – Whiteout cleans 50% better than the most popular detergent."
To identify with people we admire .	"Sue Supersport uses it, so why not you?"