**Creativity in Advertising or how to Create an Effective Advertisement**

**"Perhaps the reason creativity is so popular in advertising is because there is so little of it. Creativity is in short supply because we persist in regarding it as an isolated phenomenon."**

**(Howard Gossage, Communication Arts, 1961, reprinted in CA, 1995)**

**What is meant by advertisement?**

“Advertisement is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea”.

Business Dictionary comes with a similar but more diverse definition. According to them, advertising refers to “Paid, non-personal, public communication about causes, goods and services, ideas, organizations, people, and places, through means such as direct mail, telephone, print, radio, television, and internet”.

**What types of formats are best for online/ offline advertising?**

If you are using an online advertisement banner maker, there’s no need to worry about formats and sizes. Tools like Banner snack are constantly updated to meet the latest technical requirements.

However, if you are considering creating your advertisements offline, I would recommend you to ignore Adobe Flash. Instead, try making HTML5 banners for more compatibility. In fact, HTML5 is compatible natively with all web browsers available now. Another file format that is suitable for flyers and brochures is PDF. Although you need a third party PDF viewer in order to see the ads, most of your customers will probably have it installed already on their devices. Also, for static banners, traditional .JPEG and .PNG graphics formats may also be suitable for your advertisements.

**How to make an advertisement and how to be good at it?**

Now that we’ve defined the advertisement and learn the basics about the available file formats, let’s get back to our main subject and discuss the process of creation. The creative team in an advertising agency consists of the writer and the artist. They both work together to think of appropriate words and pictures to communicate the goal according to the specifications of the strategy. Like other creative processes, the path that different writers and artists use is unpredictable, but spending together time talking, thinking, writing and drawing is important to the task. Creative ideas have to be more than just creative-- your ideas must get across your persuasive goal. There are, however, a few things to keep in mind before you can actually design and create an advertisement.

**The Process of Creating an Advertisement in Simple Steps**

1. **STEP ONE. BRAINSTORMING.** Take all the information you manage to gather up to this step regarding your products and your targeted audience. Think also about the delivery channel you have chosen for your advertisements. Based on your findings, you can now start brainstorming for fresh and creative new ideas for your campaign. Write down some words, phrases, ideas. Combine them and do not stop until you come up with at least a dozen of possible calls to action, copy texts and visual representations of how your banners, flyers or videos should look like.

2. **STEP TWO: SELECTING THE BEST IDEA.** In selecting the best idea from the brainstorm, consider how the idea matches the strategy you developed earlier. Plenty of money has been wasted on advertising campaigns that are cute, funny or attention-getting, but that do not work toward the advertiser's persuasive goal.

3. **STEP THREE: PUTTING THE IDEA ON PAPER.** Use the guidelines in designing ads for each of the formats: print, TV, radio, and web communications.

4. **STEP FOUR: THE DESIGN PROCESS.** Obviously, this is the hardest part of the entire advertisement creation process. Everything you did until now, each other previous steps, prepared you for this one. Now, it’s time to put your creativity to work and actually design your banners, flyers or brochures. Take the top three or five ideas from your previous sketches and use them to create raw advertisements. If you are using Banner snack as your main advertisement maker, all your projects will be automatically saved online. You can get back to them to make modifications or, you can share them with your peers for valuable inputs. Also, it will help you if you can show your rough designs to people who are in your target audience. Their inputs and advice may help you adjust your advertisements in order to meet the targeted demographic needs and values.

**Guidelines for designing a print ad**

Print is very effective in conveying information and facts, and less effective in generating strong emotional responses. Use words to describe the specific benefits that the reader gets when adopting your persuasive goal. But recognize that pictures carry multiple meanings and are likely to create less resistance among readers than words. 1. Consider the rule of thirds in designing your ad. 1/3 of your ad should be graphic elements (drawing, photograph, etc.) 1/3 of your ad should be written elements (headline, copy body) 1/3 of your ad should be white space 2. Make sure that each of the different elements of the ad support each other. Select a typeface that reflects the target audience, tone and goal of your ad. Think about how the headline and the artwork work together. Will your message be clear for readers who just glance at the ad? 3. Don't try to say too much in a print ad. A print ad needs to grab the reader's attention and should communicate one clear idea.

4. Your viewers should be able to find the hidden visual relationship in your advertisements.

5. Let the image speak. 6. Make use of a "visual signature" to present your organization's name. In print ads, readers expect to have the author of the ad included in the message, usually with an address and phone number.

**Guidelines for designing a video ad**

Television is terrific at storytelling, and humor is an effective device for getting people's attention. Television is very effective in generating feelings and illustrating actions and behaviors, and not so strong in communicating specific facts.

1. Find a way to get the viewer's attention within the first 2-5 seconds. 2. Make your ad visually exciting. Viewers watch TV for the visual stimulation. 3. The need to condense messages often makes it necessary to use stereotypes and metaphors drawn from the world of everyday life. 4. Use no more than 65 words for a 30-second ad. A 30-second ad has only 28 seconds of audio. 5. Generate an emotional response.

6. Show “don’t tell.

**Qualities of a good and effective advertisement**

If you want to advertise your website, product or service, you must have the tools and information to do this. But, even if you have the tools and information to do it and your copy is poor, you won’t get any leads at all. A good and bad advertisement can mean the different between success and failure. If you plan to advertise, make sure that you have a good and quality advertisement to entice people to click or follow your lead eventually leading to a sale or conversion. Here are the qualities of an effective advertising.

**1. Simplicity**

A quality advertisement is simple. It should be easily understandable, simple enough to grasp your message easily. You’re not composing a poem; you’re trying to get people’s attention and convince them to perform your goal. Use simple, clear and concise language.

**2. Memorable**

An effective advertisement is memorable. Your target audience should be able to recall the contents of the advertisement and the product or service that is being advertised. If your audience can’t remember it, then you’re just wasting your time and money in your campaign.

**3. Entertaining**

Your advertisement should be entertaining. Remember that capturing your audience’s attention is a must and making your advertisement as entertaining as it can be can greatly help

you grab their attention. Adding humor, if appropriate, is one way to make your advertisement very entertaining. Parody of recent events is also a great way to capture your reader’s attention.

**4. Attention Holder**

Your advertisement should be able to attract your audience’s attention instantly. However, it’s worthless if they can’t grab and hold that attention because they might miss your ads’ key points. Therefore, making sure that your ad can hold your audience’s attention to help them see your whole ad through the end.

One effective way of holding your reader’s attention is by making your headline properly worded and attractive. Make it short and effective. In addition to that, using pictures that’s directly related to your advertisement is a plus. Quoting the price of the product is also a great way to hold your reader’s attention.

**5. Suggestive**

Your advertisement should be capable of suggesting the reader about the product or service’s utility. One way to do that is by using an effective slogan. Take a look at WordPress’s slogan. If they are to advertise their CMS, they could add their current slogan that says, “Create your new website for free”. No doubt, many customers will dive right in.

**6. True**

Your advertisement should convey the truth and only truth. It should not misinterpret the product or hide the true facts. It should clearly lay any specifications and limitations in the product/service. If these limitations are not specified, then the buyer will recognize it only after buying the product. This could shatter your buyer’s confidence and they will likely to spread it to others ultimately bringing down the hammer of destruction upon your business.

**Powerful tactics behind your advertisement to market your product progressively**

**1. Tell a (True) Story About Your Product**

Many product marketers fall into the trap of “selling the product, not the experience.” No one wants your product. No one wants any product. They want a solution to their problem. Only talk about the benefits, features, and facts, and you’re missing out on glaring opportunities for engagement.

**2. Don’t Work Against Your Brand Perception (or Product Category)**

Consider your core audience carefully before you launch a product that might (really) not resonate. Big brands sometimes go too far outside their market’s perception.

**3. Do What Your Competitors Won’t Do**

Try something new. Be willing to fail. Your competitors want to “play it safe” and do the same old thing because they’re afraid they’ll lose their market position and never regain it.

**4. Market to Your Existing Customers**

You don’t necessarily need to find a brand-new audience to increase product sales. You can increase demand even among your loyal fans.

**5. New Product? Try a New Brand Name**

If you have multiple products, create a completely new brand. Yes, you won’t have the built-in name recognition. But you’ll overcome the barrier that causes your market to think you can’t possibly do different products well.

**6. Make an Exciting Promise – that You Actually Deliver On**

Product marketers have to make promises to get people excited about trying new things. A “big promise” makes all the difference to your customers. But **you must deliver on it**. Because today’s consumers will read reviews at Amazon and other websites to see how well your product actually works. Making a promise, without delivering, means you’ll only survive until your market figures that out. You don’t have to come through on your exact promise. However, you do have to provide sensational value.

**7. Fail Fast and Move On**

Trying to find a market for your product, before you know the market exists, is a practically guaranteed recipe for failure. Many new product marketers fall for this because they believe their product rocks. Unfortunately, they never checked with the market.

**Conclusion**

When we think about advertisement design, most of us imagine that it starts with the actual design and ends with the setting up of a delivery channel. However, if you want your job to be not only professional but also thorough, you need to do everything by the book. This means that you need to understand the entire process behind an advertising campaign. It starts with an in-depth analysis of your company and products to be advertised, followed by extensive research on the market and the targeted population.

When you get to actually design the banners, you already know exactly what to expect from your campaign. You know what types of individuals make the audience you are addressing your messages to and how to properly quantify the results.

It’s now easier than ever to design a professional banner thanks to the available online tools such as Banner snack. However, you can make things even easier by going through each of these steps and base your design on actual data. It’s quite possible that when you’ll get to the first step, you will already have a few ideas in mind, at least a starting point from which to go on with your design.