

a period could be the answer to better long term results.

The other side of the coin of course is that when business is under pressure, being the quiet one in the corner most definitely is not the best tactic. Remember you will never know what your business is capable of in the absence of advertising. Target your customers and target your competitor's customers!

An endless stream of marketing buzz words seems to complicate the essence of advertising. Audience fragmentation, tech media solutions and the decline of daily publication readership numbers still do not overshadow the fact that advertising in traditional mass media, remains the most cost effective way to communicate specifically product and price to a large audience.

Whether you're using online, newspaper adverts, radio or a flyer underestimating the value of a good design and copy is a major mistake many businesses make. If an advert a business paid for to be published looks unprofessional, how can the business be any better and professional?

How can all of this be practically applied to ensure your adverts are successful?

HERE ARE A COUPLE OF TIPS AND GUIDELINES THAT YOU CAN USE WHEN YOU START ON YOUR NEXT ADVERT:

- 1 LESS IS MORE:** A clear and compelling message is more persuasive than endless ramblings and lists of services, benefits and offers.
- 2 GRAB ATTENTION:** In a visually cluttered environment you only have a moment to get noticed and stand out. Use colour, position and size of adverts to stand out together with good design and layout.
- 3 BE CLEAR:** Nobody wants to try and figure out what price goes with which item, when is the special valid or search for a store number. Avoid clutter and ensure communication is to the point.
- 4 REMEMBER WHO YOU'RE TALKING TO:** Look at your advert from the customers' point of view. Customers want to know what the benefit would be for them. A headline that reads, 'Fourth generation running the store' might not pull at the customer's heart strings the way it does yours.
- 5 KEEP IT REGULAR:** Remember according to research a customer needs to see an advert three times before awareness is achieved and seven times before they take action. Don't be a one-hit-wonder.
- 6 GET CREATIVE:** Try something different, be original when thinking about special offers and avoid looking like a copycat.
- 7 MEASURE:** Use unique numbers, different products or ask customers to bring the advert for a certain discount. John Wanamaker born in 1838 said, "I know half the money I spend on advertising is wasted, I just don't know which half" - break the cycle. <<

Try it, shout out your message, let everybody see you wink at that girl and remain at the forefront of customer's minds, if you aren't someone else is!

HELLO



Adèle Maritz is the owner of **AM Brand Service** and offers a wide range of brand and marketing services tailor made to fit the specific needs of each client. Contact her at adele@ambrand.co.za or visit www.ambrand.co.za

NEW ARRIVALS



OVER THE DOOR SHOWER CADDY

- Portable and easily positioned over shower doors
- Ideal for shower & bathroom accessories
- Easy to clean
- 410 x 280 x 190mm

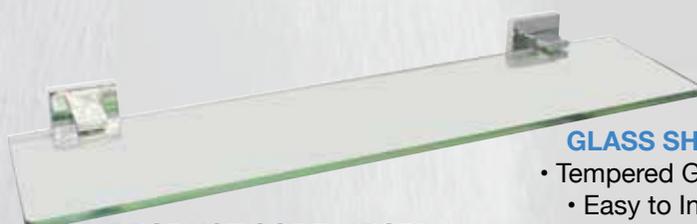
PRODUCT CODE: ABS5102
BARCODE: 6003398088265



TOWEL RACK

- Stainless Steel
- Easy to install
- Long lasting & sturdy
- Hand towels on the rail and store extra towels on the shelf above
- 600 x 210 x 130mm

PRODUCT CODE: ABS5101
BARCODE: 6003398088258



GLASS SHELF

- Tempered Glass
- Easy to Install
- Easy to clean
- 500 x 120 x 5mm

PRODUCT CODE: ABS5099
BARCODE: 6003398088234



GLASS SHELF WITH RAIL

- Tempered Glass
- Easy to Install & Clean
- Zinc Alloy Rail
- 500 x 120 x 5mm

PRODUCT CODE: ABS5098
BARCODE: 6003398088277



HAIRDRYER HOLDER*

- Easy convenient storage for hair dryers
- Easy to install
- Zinc Alloy
- Long lasting & sturdy

PRODUCT CODE: ABS5100
BARCODE: 6003398088241

*Excludes Hairdryer



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