

Advertising Principles

Keep Ads Lean, Trim & ready for Action.

- ◆ Keep photos and graphics simple, clear and to a minimum.
- ◆ Do not over populate ad with dozens of tiny photos.
- ◆ Use enough white space; it gives the reader space to feel a part of your ad and your dealership.
- ◆ Choose the right size - it must be large enough to jump off page. Ads that are taller than they are wide help.
- ◆ Choose easy to read, plain type.
- ◆ Get bold with color. But don't over do it. Use color to highlight, not to announce price or other statements.
- ◆ Find the right place. Place it in the section most likely to be read. First news is always a good bet. (Page Two for smaller ads- Monday & Saturday)

Customers are after the "Best Value". That means a place where they will be treated well, that has the selection they want, and that won't push them around when they have a service problem.

Present your business as the Preferred Choice of consumers. If people think of your store first, you can pre-empt your competition and own the lion's share of sales and profits.

Planning Ad copy:

- ◆ Know what you want to accomplish.
- ◆ Convey a single message in each ad.
- ◆ Produce a message that is sincere and honest.
- ◆ Advertise products that have integrity and quality.
- ◆ Establish a benefit for the reader.
- ◆ State your prices and support them.
- ◆ Identify your store clearly.

