



Creative Ads

Where do they come from?

What is creativity in advertising? Is it a fancy ad or one unlike any that has been done before or is it something else? While creativity is subjective and is found in the eye of the beholder, it can be objectively measured. In business, the creativity of an ad is measured by the profits it generates. If it's not profitable, it's not creative. By that measure, to be creative, all you have to do is dream up ways to generate profits through advertising.

Achieving creativity in business advertising is not easy. It doesn't happen by accident. Creativity comes from the knowledge you have of your business, the industry in which you operate and the customers you serve. The more you know about these, the more creative you can be.

More knowledge and information than ever before surrounds all of us. In fact, knowledge has become more valuable than ever, in many ways, more valuable than money. With knowledge and ideas you can multiply money, but not the reverse.

Creativity comes from combining seemingly unrelated pieces of knowledge into a unified concept. When you combine what you know about customers and their needs with the advantages your products and services provide and the end result customer benefits you are being very creative.

Learning about your competitors and what is going on in your market will help you be even more creative. Take time to visit competitors. Study what they do well and what they do poorly. Learn their policies and procedures and find out how customers feel about them. Do this on a regular basis, your competitors are evolving and improving too.

Learning about successful ideas and advertising campaigns for products and services similar to yours in other industries or other markets will give you new and creative ideas you can adapt and implement.

Every creative idea you decide to implement should focus on the advantages you offer, how those advantages will personally benefit the customer and should be communicated as simply as possible.

When you look for new advertising ideas, view them through the customer's eyes. Ask yourself what action you would like the customer to take and will the ad create that result. Advertising legend, Leo Burnett, put it this way, "Plan the sale when you plan the ad."

Ten Sources of Knowledge

- 1 Customers**
- 2 Prospects**
- 3 Competitors**
- 4 The Industry**
- 5 The Community**
- 6 Current Events**
- 7 Economic Trends**
- 8 Similar Business in Other Areas**
- 9 Your Own Products & Services**
- 10 Advertising That is Succeeding**

Early to bed, early to rise, work like hell and advertise.

Laurence J. Peter

Store Name



All American SALE

PRICES

CUT

STOREWIDE!

Stack of four price tags, each with a starburst sticker that says "NOW \$000".

\$000	\$000	\$000
\$000	\$000	\$000
\$000	\$000	\$000

FREE
Power Cords
w/Dryers & Ranges

FREE
Color Choice
on all Appliances

FREE
Haul Away
of old Appliances

EXPRESS
On-Time Delivery
within 20 miles

0 Down, 0 Payments & 0 Interest 'til 2000 on 100's of Items, see store for details.

Get More For Your Money & Guaranteed Satisfaction!

Store Name

APPLIANCES - ELECTRONICS - FURNITURE

Address, City, Phone Number & Hours

Authorized use restricted to registered Clients of Retail Management Associates

Store Name

THE

LOWEST

SAVE \$00 \$000 ONLY \$00/mo.*	SAVE \$00 \$000 ONLY \$00/mo.*	SAVE \$00 \$000 ONLY \$00/mo.*	SAVE \$00 \$000 ONLY \$00/mo.*	SAVE \$00 \$000 ONLY \$00/mo.*

THE

BEST

✓ SATISFACTION GUARANTEED!
We understand how important your purchase is, so if you're not satisfied, simply return the item, in good condition, within 30 days and we'll replace it. It is the goal of everyone at (Store Name) to ensure your complete satisfaction.

✓ GET MORE FOR YOUR MONEY!
Combined the BEST PRICE, the BEST BRANDS, more CUSTOMER BENEFITS and DEDICATED PEOPLE committed to giving you the BEST SERVICE all together add up to an UNBEATABLE VALUE for YOUR MONEY.

✓ (Store Name) UNBEATABLE LOW PRICE GUARANTEE!
For every product we sell, we'll beat any legitimate price from a local store stocking the same item. Even after your purchase, if you find a lower price, within 30 days, including our own sale prices, we'll refund the difference!

✓ IMMEDIATE ON-TIME DELIVERY!
DON'T WAIT! At (Store Name) most products are in stock and available for immediate delivery. Our well-trained delivery people will deliver any in-stock item and haul away the old one, at an agreed time, as soon as TODAY!, here in (Town Name).

SAVE \$00 \$000 ONLY \$00/mo.*	SAVE \$00 \$000 ONLY \$00/mo.*	SAVE \$00 \$000 ONLY \$00/mo.*	SAVE \$00 \$000 ONLY \$00/mo.*	SAVE \$00 \$000 ONLY \$00/mo.*

THE ONLY

REAL CHOICE

SAVE \$00 \$000 ONLY \$00/mo.*	SAVE \$00 \$000 ONLY \$00/mo.*	SAVE \$00 \$000 ONLY \$00/mo.*	SAVE \$00 \$000 ONLY \$00/mo.*	SAVE \$00 \$000 ONLY \$00/mo.*

EVERYTHING IN OUR STORE ON SALE NOW!

The Quality You Need. The Prices You Want. The Store You Can Trust!

Get More For Your Money & Guaranteed Satisfaction!

Store Name

APPLIANCES - ELECTRONICS - FURNITURE

Address, City, Phone Number & Hours

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