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There are 12 Kinds of Ads

These twelve formats work well as a weapon of defense for the 'consumer under assault' from endless ad messages.

- 1) **The "Demo"** ~ This is a visual demo of product's capabilities.
- 2) **Show a need/problem** ~ Explain the need or problem, then introduce your remedy.
- 3) **Variation of showing the problem** ~ Using symbols, analogies or exaggerated graphics to represent the problem.
- 4) **Comparison** ~ Show that your product or service is superior.
- 5) **Exemplary Story** ~ Weave a narrative to help illustrate your product's benefits. The key is to create a situation where they'd use your product and be glad for it.
- 6) **Benefit causes story** ~ Imagine a trail of events caused by your product's benefit. (generally conceived back to front)
- 7) **"Tell all"** ~ Presenter, testimonial, or A-tells-B. This can be a real person or a 'talking head.'
- 8) **Ongoing characters/personalities** ~ Ensure your brand gets credit.
- 9) **Symbol, analogy, exaggerated graphic** ~ Once again demonstrating your benefits /promised benefits being demonstrated.
- 10) **"Associated user imagery"** ~ Showcase the type of people you hope to associate with your product. Either wanna-be's or everyday people are used.
- 11) **Unique personality property** ~ Highlight something indigenous to your product that makes it stand out.
- 12) **Parody or borrowed format** ~ For instance, parody a movie, a lazy way to 'gin up' tepid humor.



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