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The ad vehicle to use may be determined in order to pinpoint the target: account executive, ad manager, etc. Once the publication is selected, attention must be paid to ad size and positioning. The trade paper's layout may reveal copy approaches which take advantage of "high traffic" positions.

In developing the ad, the use of color, bleed, and art work will be dictated by station objectives and budgets. Remember, though, that an image of station creativity will not be achieved through an ad that looks amateurish. Just as repetition is necessary to broadcast advertising, so should each trade ad convey one or two thoughts developed through successive ads. If an adequate campaign is planned, many sales points may be approached singly over the length of the campaign.

Adam Young and Young Television offer consultation on station ad-



*Ad should show the buyer how you can help him or client*

vertising as a regular service. We need not rely on our own knowledge, however, since we have as our advertising agency one of the leading creative agencies in the radio/tv field—an agency which has helped to develop the image of the Storz stations, Corinthian stations, WMT, Cedar Rapids and many other successful broadcasters.

Once an ad budget is allocated, the station should work closely with its national sales representative to develop the most efficient use of this medium to gain its objective of a better station image in the eyes of "the right people."

**Donald C. Softness**, promotion consultant, New York

The same factors that make up a good commercial ad make a good trade ad, only more so. The reasons are threefold: 1) you're selling to media men, who are busy with advertising pros; 2)

virtually every ad must compete for the same "audience"—timebuyers; 3) trade press readers are unrelaxed, they want to get something out of what they read.



*Relate ad's sales points to workaday life of timebuyer*

Following are some of the component factors of a good trade ad:

**Catch their eye:** You must make contact with your reader, or the best story in the world will go to waste. Do it with imaginative illustration, typography, layout or white space. (Or if you have a budget, size and color.) Intriguing illustrations are best bets. Don't picture towers, rating books, etc. They're hackneyed to timebuyers.

**Hold their interest:** You've got to keep their attention on the page until you make your impression. One of the best ways is to talk in terms of the buyer's interest—show how you can help him and/or his client. Relate to his needs, wants and desires—in this case his compulsion to do a good job for the account. Don't brag and talk in self-oriented superlatives.

**Make a selling impression:** You must instill *desire* to buy your station and the *conviction* that the reader is doing the best thing possible with his client's money. With good, selling copy, channel the buyer's motivations in terms of your station. Foment increased consciousness and familiarity with your call letters. Use slogans, logotypes and a campaign theme. Repetition is vital. Don't waste your money on one-shot ads.

**Make it believable:** Not only must your ad be *true*, but it must be *believable*. The fact that your facts are true and are presented in a rational manner does not assure belief. Avoid extreme or far-fetched contentions—such as, more quarter-hour wins during afternoon driving time on weekdays—even when its true. And, avoid wherever possible using such superlatives as "first," "highest," "most," etc.

**Promote memorability:** An advertising impression, no matter how effective at the moment of contact,

cannot influence a later sale unless remembered. Your sales points should be related as much as possible to the workaday life of the timebuyer. Your approach should be so relevant to your station or specific time periods or programs for sale that the connection is inescapable. Remember, there is no spontaneous recall—there must always be an association. The critical time is when the buyer is actually ready to alert stations. If you have done a good job in the ad of tying in with his need, he will remember your story.

**Gene Cioe**, sales development director, Headley-Reed Co., New York

I have reduced my personal list of rules for a good trade ad from an irreducible 10 points to five . . .

1. Honesty
2. Simplicity
3. Brevity
4. Interest
5. Originality

Honesty, to me, means the "bending over backward kind" which, when adhered to over a period of time, automatically builds respect for your property.

Simplicity suggests clarity but not a simple-minded approach.

Brevity can increase readership, influence people who are busy and open the door to further dialogue.

Interest must be the "put yourself in the reader's place" kind of writing which may develop empathy that reaches beyond the cold eye.

Originality means that you can forget the rules in most cases and let your inspiration run.



*Honesty, simplicity, brevity, interest and originality*

If I must give up any of the rules listed here, I would go back to the first rule and use as many as I could, in descending order.

I caution the reader that these are personal preferences and perhaps the most important rule of all is not to write rules for other people.