Second lesson: Media campaign

What makes an Ad effective? While there are best practices and fundamental principles that can help guide you in the right direction, there's no one-size-fits-all formula for advertising success.

However, as ad design experts, we know what's worked for us, our clients and other brands. And in this post, we're sharing everything we know about how to make an effective Ad. We're diving in deep and giving you a ton of examples, tips, and expert advice.

What Makes an Ad Effective?

An Ad needs to do the following five things to accomplish these goals:

1. Grab viewers' attention.

2. Connect the brand to the creative.

3. Deliver a clear and memorable message.

4. Encourage viewers to take action.

5. Explain the benefits of doing so.

What Makes a Great Ad?

Every ad design needs to start with a solid ad framework. An effective ad has many moving parts, and creative is just one slice of the ad pie.

Advertising design is the manifestation of what you know about your:

1. Audience

2. Business

3. Product

4. Brand

5. Goals

How to brainstorm ad concepts based on value proposition?

- List all of your product's or service's benefits

- Map an audience pain point to each benefit

- Write a sentence that addresses the concern and highlights the benefit.

- Repeat steps 1–3 with all benefits, Write three versions for each benefit.

- For each sentence, identify an emotion you would like to trigger with an image or video

- With your design team, brainstorm images or video concepts that map to each sentence's content and desired emotion.[1]

The Questions

- What is your single key message in one sentence?

- What is the key objective or purpose of this campaign? Why are you advertising?

- What problems are you solving?

- What does the audience think or feel about you, your product, your service, and your service?

- How should this change after seeing your advertising?

- What are the reasons to use your product/service?

- Who are you talking to (gender, age, interests, income, education, etc.)?

- What are your product/services key benefits?

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[1] https://www.superside.com/blog/effective-ads-framework-and-checklist.