



What makes a Good Ad?

Appeal to emotion

Advertisers have long known that in order to be effective, their messages need to appeal to emotion. In fact, research has shown that good ads are those that can make an emotional connection with the viewer. This is because emotions are more powerful than rational thoughts when it comes to influencing behavior. When you see an ad that makes you feel happy, excited, or inspired, it's likely because the advertiser is trying to tap into those positive emotions. And when you feel positively about a product or service, you're more likely to want to buy it. That's why it's so important for advertisers to create emotionally engaging ads. Of course, it's not always easy to evoke strong emotions with a commercial. But if you can find a way to connect with your audience on an emotional level, your ad will be much



more successful.



Use a slogan

Your ad won't be effective unless you include a slogan. Slogans are short, catchy phrases that sum up what your company is all about in just a few words. They help to grab people's attention and make your ad stand out from the rest. A well-crafted slogan can also help to create a strong brand identity for your company. When creating a slogan, it's important to keep it relevant to your target audience. The phrase should also be easy to remember so that people will be more likely to remember your company when they see your ad. A good slogan can make all the difference between an effective ad and one that falls flat.

Be concise

When it comes to advertising, less is more. Advertisers have only a few seconds to capture a viewer's attention, so they need to be concise and to the point. Long, rambling ads are less likely to be effective than those that are straight to the point.

This is especially true online, where viewers can easily skip over ads they don't want to watch. Good ads use strong visuals and catchy slogans to quickly get their message across. They also focus on one key selling point rather than trying to cram too many ideas into a short space.

By being concise, advertisers can ensure that their message is heard loud and clear.

Make it memorable

An ad can be informative and well-produced, but if it's not memorable, it won't be effective. Most people are exposed to dozens of ads a day, and they're quickly forgotten if they don't stand out. To make sure your ad makes an impression, you need to make it memorable.



There are a few ways to do this. One is to use eye-catching visuals. Another is to come up with a catchy slogan or jingle. And finally, you can create a unique story or characters that people will remember. No matter what you do, make sure your ad stands out from the competition.

Use visual aids

When it comes to advertising, there's no question that a good ad is key. However, what many people don't realize is that in order to make your ad truly effective, you need to use visual aids. By using images or videos in your ad, you can capture your audience's attention and hold it for longer. This means that they are more likely to remember your product or service, and to take action and buy from you.

Visual aids are also a great way to show off your product or service in a more engaging way. Rather than just listing the features and benefits of what you offer, you can show potential customers how it works or how it could improve their lives. This is especially important when it comes to online ads, as people are more likely to click on an image than they are to read through a lot of text.

Test it out

When you're creating an ad, it's important to test it out and make sure it's effective. You can use different methods to test your ads, such as split testing or A/B testing. By doing this, you can determine which version of your ad is most successful and improve your chances of getting more clicks and conversions.

One way to test your ad is to split test it. This involves creating two different versions of your ad and splitting the traffic between them. You can then track the results to see which one performs better.



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Another way to test your ad is to use A/B testing. With this method, you create two different versions of your ad and track how they perform against each other. This can help you determine which version is more successful.