

Judging Print Advertisements

When it comes to creating effective print ads, strategic and thoughtful design is key. It's especially important to take the following design considerations into account to ensure your business is delivering the most effective advertisement possible.

20 points - Relate to your Customer's Needs and Goals

A prospective customer must relate to what you are selling: get their interest! The focus of the ad should be on the product. If a prospective customer doesn't relate to what you are selling, they will never be a customer.

20 points - Ensure Contact Information Stands Out

Make sure your contact information isn't buried in the ad and try to provide various avenues of getting in touch (phone number, website, address, etc) but don't take away from the focus of the ad: the product.

20 points- Copy is Clean and Concise

Skilled copywriters know how to communicate your message in a clean and concise matter. Ensure your ad copy is free of spelling and grammatical errors for a result that is clear and professional.

20 points - Use Headlines Effectively

It is important to use powerful headlines to grab the reader's attention – persuading them to continue reading. Your main title should be simple and short, as you want to peak the curiosity of your target consumers without listing facts about your business.

10 points -Consider Images Carefully

Many people are visual and possess relatively short attention spans, so ads using images and/or graphics correctly can help communicate your message. Avoid using generic photos purely for decorative purposes and make sure any visual imagery works alongside your copy. Original photography often works better than stock photos.

10 points - Be Unique and Don't Be Afraid of White Space, Simplicity is Key

The text and design should help create a feeling that is unique to effectively demonstrate what sets you apart from competitors.