

Testing results from the UK

Advertising

- Inserts work better than flat space. Each piece gets 32 seconds
- Think about advertising on the edge of every page
- Smaller adverts use minimal copy
- Incentives will always pull better response
- Piggy back on others activity

Order of pages to advertise on

- Front page is best
- Back page 2nd
- Inside front hand side
- Inside left hand side
- Inside back right
- Inside back left
- Then in order front to back
- Generally right hand pages do better than left
- Adverts next to TV/horoscopes do better
- Adverts surrounded by 'matter' do worse

Frequency

Running an advert again straight away will pull less the 2nd time
The right interval depends on:

- Smaller the advert the more often it can be run
- Where the product is interesting the more times it can be run
- The larger the circulation the more times it can be run

Size of Ad

Index of 100 for whole page

- 68 for half a page
- 49 for quarter page
- 141 for double page

Days of week which pulled better

- Tuesday
- Wednesday
- Thursday
- Monday
- Friday
- Saturday

Months that pulled better (Data from UK experience)

- January
- February
- September
- March
- October
- April

- November
- August
- May
- June
- July
- December

Media Deals

- Volume discount
- Series discount
- Run of the week discount
- Standby discount
- Rate guarantee
- Special position
- Soft period

Poster – use to only attract enquiries

Magazines

- Much longer copy dates i.e you have to get your advert there way before publish date
- Can pull a response in over a longer period
- Inserts are easier to test
 - Different formats, sizes, colours shapes will make a difference
 - Stitched inserts work well than loose
- A reply mechanism does better

Message Plan

- Who are you trying to influence?
- What are you selling?
- Why should they buy?
- Where will they find it
- When should you speak to them?

You must tell people

- To act
- Tell them why
- Tell them what to do
- Tell them what they miss if they will don't
- Remind them again
- Make it all urgent

Headlines (In a letter or email subject)

- Attract attention - promise benefits, news worthy, create curiosity
- Long headlines do better than short

Pictures – too support the words

- Cartoons work well
- Photographs are believable
- One large picture attracts more attention than lots of small ones
- Men look at men!
- Women look at women!
- Positive pictures work better than negative

- Before and after pictures work wells
- Putting something odd in the picture – model with eye patch

Personalisation

- Always gets a better response
- Powerful in getting attention

Urgency

- Buy before price rise
- Action before and be entered into prize draw
- Limited number

Testimonials

- Make them powerful and real
- Use hand written ones
- Put names, address, photos, signature
- Use quote marks
- Even the odd spelling mistakes makes them look more credible