

What is an ADVERTISEMENT?

Advertisements are usually found in magazines and newspapers, on television, radio and billboards, and even now on the Internet. Advertisements don't just have to be about selling something. They can also persuade the public to change their behaviour. Successful advertisements usually adhere to the following structure, known as the **AIDA Theory**:

Attention
Interest
Desire
Action

Your advertisement must catch the public's ATTENTION:

- A successful advertisement will have something about it that attracts the attention of the public. Successful ways to catch attention include a jingle, a logo or slogan.

Your advertisement must maintain the public's INTEREST:

- After catching their attention, maintaining interest is the hardest part. You need to appeal to the public in some way so that what you are saying seems relevant to their lives.
- You can appeal to their emotions – happiness, fear, anger.
- You can appeal to their weaknesses – jealousy, vanity, selfishness.
- You can appeal to their problems – time poor, work issues, global conflicts.

Your advertisement must create or stimulate the public's DESIRE:

Most people need or want something and many people need or want the same thing. You could stimulate:

- their need to belong
- their desire to get ahead in life
- their need for peace
- their desire to feel good about themselves
- their desire to protect their families.

Your advertisement must call for ACTION:

A successful advertisement will invite the public to take specific action. There might be a phone number to ring, a behaviour they can change, an internet address, or a group to join.

Hints

Use the *present tense* because this makes your information sound more urgent.

Use *emotive language* – try to get people to *feel* what you are saying.

Use *imperative verbs* like 'try', 'hurry' and 'act now'.