

The makings of a good print advertisement

CHIPS recently announced its first ever advertiser of the year during the Potatoes SA research symposium. The award is designed to give recognition to excellence in print advertising, but also to thank our advertisers for their support. This year's award went to Syngenta for their outstanding Actara and MiravisDuo advertisements.

I wish to share with our readers and advertisers the criteria used to judge advertisements for this award and hope that it will add value to all of our advertisers' campaigns.



From the left is Lynette Louw, editor of CHIPS, André Labuschagne, campaign lead for Potatoes and Subtropical Fruit at Syngenta, and Dirk Uys, research and innovation manager at Potatoes SA. Syngenta was awarded the CHIPS Advertiser of the Year award for 2022/23.

Well-written, edited text: Spend a few rand to have your text properly edited and save your brand from embarrassment.

Use of colours: Choose a dominant colour that will compliment that of your brand and/or company logo.

Have clear objectives: The purpose of your advertisement content is to sell – whether it is a product, service or message. Know what you want to achieve and incorporate this goal into the advertisement using keywords such as 'discount' or 'new'.

Consider your audience: Think from your audience's perspective when you write content copy. Will your own family understand it?

Honesty: More facts equal more information, and more information generates more sales. To quote the great David Ogilvy of Ogilvy & Mather: "The more you tell, the more you sell." But don't embroider – keep it short and sweet. People don't want to plough through essays if a simple message will do.

Headlines: Headlines are deciders. Keep it short (six to 12 words), interesting, and relevant. Avoid negative headlines – readers tend to focus on negative words such as NOT, which can create a negative connotation to your product. Headlines are read five times more than the body copy ever is, so focus a lot of energy on writing a good headline.

Avoid trickery: Don't play games or try to trick your audience with 'clever' text. A message can be creative but must never obscure meaning and intent. Once readers have to decipher the meaning, they lose interest.

Imagery: Use images that relate to the product or message. They must arouse curiosity, but not miss the mark. Relevant real-life images are always more effective. However, cartoons

and illustrations will work if the concept is known to your audience.

Be technically correct: Where relevant, ensure that all product registrations are included on your advertisement and that you have received the necessary approvals.

Last but not least is the rule of all rules when it comes to advertisement design (and to many other areas of life, for that matter): less is more. The result of this mantra is usually impressive.

Enjoy this issue of CHIPS.

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