

# HELLO AND WELCOME

MY NAME  
PETER NICOL



Lord Lever of the great consumer  
company Unilever said

“50% of my advertising works trouble  
is I don't know which 50%”



# How advertising works

- Advertising is salesmanship multiplied
- Multiplied by the medium
- Press
- Television
- Brochure
- Mail outs
- Radio
- Internet
- Text messaging
- Outdoor



# Imagine



INTEGRITY IN MARKETING – RESULTS IN SALES



# Its all about Reach & Frequency

- Reach = Audience (the right one)
- Frequency = The number of times you have to touch them to effect a selling message.
- All media works
- But how cost efficient and relevant is it to your market

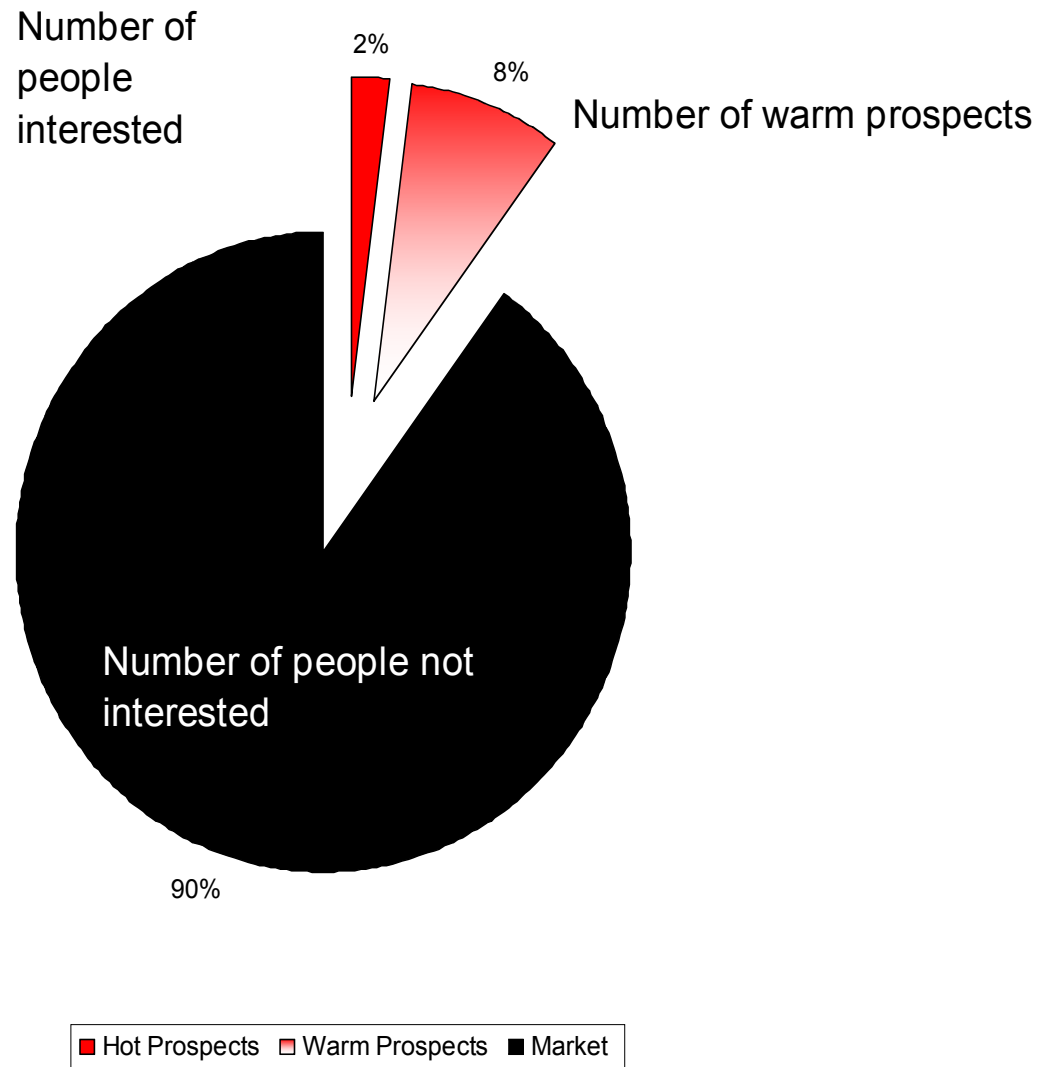


# Its all about the proposition

- What is that you want them to do
- Is it to phone you
- Visit
- Order online
- Fill in a form
- If they like your proposition they will do it



### Hot & Warm Prospects



# When you advertise pitch to the prospects

- Call the prospects by name
- Show the product large
- Show the product in use
- Set a budget that allows for frequency & Media mix
- Make sure you get media mix – no one media gets all the prospects
- Prospects will absorb all you tell them



# Features and Benefits

- A feature is something that stays in a product whether it is sold or not.
- A benefit is something that the customer derives from a feature
- Customers buy on benefits



# For Example

- Steel alloyed spring suspension (feature)
- Gives a smooth comfortable ride (benefit)



# Do a features audit

- List all the features in your products and then do a list of the benefits that are derived from the features it will look a bit like this



# Feature

- Steel suspension
- Double coating of chocolate
- Fully insulated with wool
- Contains no sugar
- 5 Mega pixels

# Benefit

- Safe in off road conditions
- To satisfy the most ardent chocolate lover.
- Keeps you warm no matter the weather
- For those who watch their weight
- Captures every detail in your pictures



# So how do you write copy that sells

- Turn features into benefits with link words
- These are words like
- Allowing
- This means
- Giving you
- Enabling
- Providing and so on.



# So how does it look

- The steel alloy spring suspension (Feature) Gives- allows- provides you- with a smooth comfortable ride (Benefit)
- The smooth comfortable ride (benefit) is due to the steel alloy spring suspension (feature)



# Headlines

- After you have done your features and benefits audit
- To write a good headline you take the greatest benefit and make that the headline



# Headlines are they important?

- In the late 20's and 30's there was a very famous copywriter called John Caples he said

“If I had ten days to write an advertisement I would spend nine days writing the headline.”



# The ABC of Headlines

- Attention
- Benefits
- Creativity.



# Here are some ingredients

- Mention of the prospect
- Benefits
- Use of news
- Appeal to curiosity
- Favourable mention of product



# Some examples

- Pleated skirt trims your tummy
- Protect your furniture with our clear plastic covers
- Pamper your feet with our special insoles.
- The new 4WD suspension is more than tough its bullet-proof



# The good old days are back ?



INTEGRITY IN MARKETING – RESULTS IN SALES



# Why so much time on words?

- You must inform in order to persuade.
- Today we have the best printing press available to us and it is called the internet
- Copywriting for your website is commonplace today
- Yet many say that many adverts have too many words. That's rubbish as prospects read – listen- view everything that serves them.



# We have forgotten how to write

- With computers we have our databases via our accounting software packages.
- Why do we not send out more letters with our accounts – are we too lazy – or just do not know what to say?
- That statement or invoice has to have \$1.00 spent on it.
- Why not maximise its value to you and your customers



Shopping at DealsDirect is secure, safe and easy!

Login View Cart Checkout Help

**Inflatable Jumping Castle W/ Electric Air Pump - Approved / Certified**

Home > Toys & Learning > Outdoor



Jump around! This colourful and ultra bouncy **jumping castle** is sure to make kids squeal with glee! Buy it for their birthday for a guaranteed great party, or just bring it out on special occasions or during friendly gatherings. Classic and fun, this jumping castle comes complete with an electric air pump and repair kit for years of silliness and bouncing!

**FEATURES:**

- **Jumping Castle For Kids.**
- Includes:
  - Electric air pump.
  - Repair kit.
- Colourful and super bouncy design.
- Mesh entry.
- Bouncy basketball hoop.
- Crazy fun!
- Great for birthday parties and much more!
- Approved and certified.
- Dimensions: 348cmx244cmx229cm(LxWxH).
- Note: Pump is used only to inflate castle. Pump is not a continual blower.

**Recommended Retail Price: \$519.**

DealsDirect Price: only \$249 + \$24.95 Shipping (Australia-wide).

**Today's Deal**

**\$249.00**

Shipping: \$24.95

Save: **48% (\$230.00)**

**Out Of Stock**  
(Coming Soon)

**Notify Me When This Item Is Restocked!**  
Click Here

**YOUR CART** > View Cart

Your Shopping Cart is Empty

**CUSTOMER REVIEWS** ★★

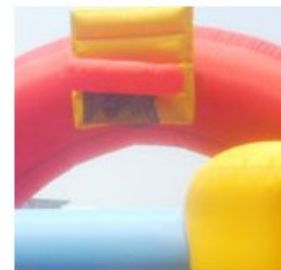
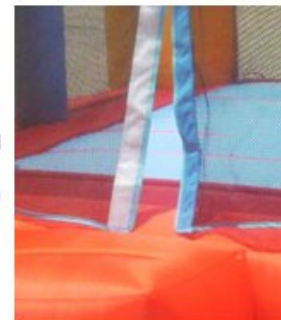
Review this product

[Click Here](#)

Live Chat

**Do You Have ANY QUESTIONS?**

[CLICK HERE FOR HELP](#)



Ads by Google

**Adult-size Jumping Castle**

Hire large jumping castles Perfect for teens and adult parties  
BigFun.com.au

**Jumping Castle Fans \$375**

Honda Petrol Fans \$895  
Pool Inflatable Fans  
www.bubblingwithenergy



## Executive Chair - Leather - High Back

[Home](#) > [Business & Office](#)

[Home](#) > [Furniture & Rugs](#) > [Office Furniture](#)



This Leather High Back Executive chair is a must have. Sit back relax while you work hard at your desk. Comfort is a must in your office or home office this will be perfect for your needs.

### FEATURES:

- Easy to assemble
- Ultra comfortable seat and back rest
- Gas lift height adjustable
- Executive armrest
- Dual wheel castor for easy movement
- Assembly instruction included
- Genuine leather seat and backrest facing
- Leatherette for sides and back

### Today's Deal

**\$79.95**

Shipping: \$9.95

Save: 60% (\$119.05)

Qty:

[Add to cart](#)

[In Stock](#)

[Email to a Friend](#)

[Go to Checkout](#)

[YOUR CART](#) > [View Cart](#)

Your Shopping Cart is Empty

### Customers who viewed this item also viewed



Office Chair - Contoured High Back Black Mesh



Mesh Office Chair Black Ergonomic W/ Gas Lift



Mesh Office Chair Red/Black Ergonomic W/ Gas Lift



Hewlett-Packard Compaq Presario Notebook F555AU 80GB, AMD, 512MB



Power Surge Protector - 8 Outlets

### > CUSTOMER REVIEWS

excellent item,easy to assemble and very comfy, yet another great item

justine bli bli, QLD

Average customer rating:



[Read all 21 customer reviews](#)

[Write your review](#)



[Live Chat](#)

Do You Have ANY QUESTIONS?

[Click Here For Help](#)



## Queen 250 TC Egyptian Cotton Sateen Sheet Set - mocha

[Home](#) > [Manchester](#)



★ **Top 10 Seller** ★

**Today's Deal**


**\$29<sup>95</sup>**


Shipping: \$5.95


**Save: 70% (\$69.05)**

Qty:

 **Add to cart** ▶

 **In Stock**

 [Email to a Friend](#)

 [Go to Checkout](#)

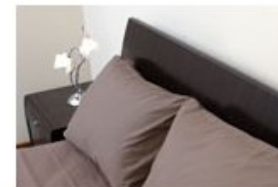
This superior **quality 250 thread count Egyptian cotton sheet set** is the perfect for any bedroom, creating a stylish and contemporary feel to your living space while offering you only the best in terms of comfort and feel. Made from 100% combed Egyptian cotton, this set includes a flat sheet, fitted sheet and two pillow cases all in stylish mocha finish. The superb make and quality of this sheet set mean it will see you through a lifetime of luxurious comfort!

### What exactly is thread count and why is it important?

Thread count simply refers to a measure of how many threads—warp (lengthwise) and weft (widthwise)—are woven into 10 square centimetres of fabric. Thread count also has to do with the yarn construction and quality of the yarn. With finer threads, like those produced with Egyptian cotton, more can be woven into each square 10cm which produces a finer, softer, more flexible fabric. The higher the thread count, the higher quality the sheets. You can be sure you are only receiving the best with our Egyptian cotton sheet sets.

### FEATURES:

- Queen size bedding set.
- Mocha colour.
- Extra deep pocket in sheets - will accommodate thick mattress and topper combinations with ease!
- Flat sheet - 250 x 274cm



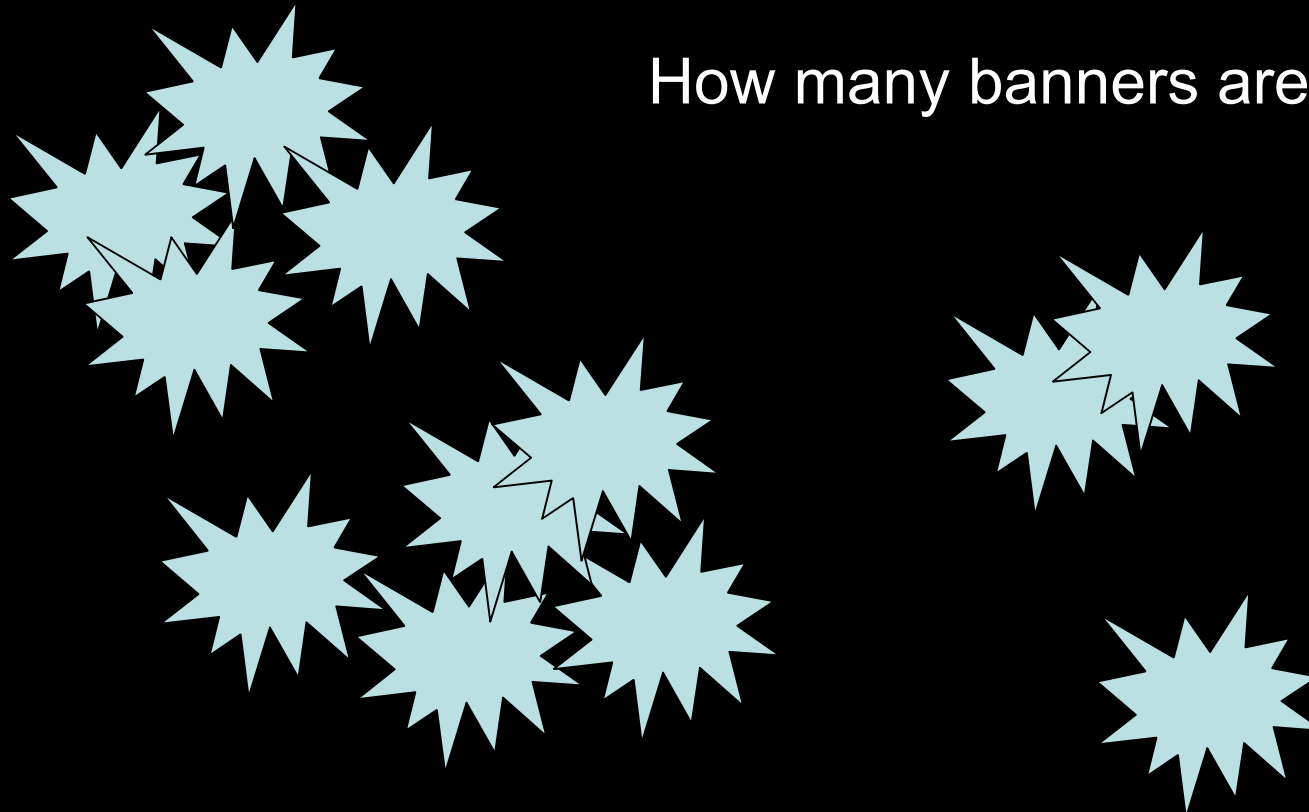
# The layout

- Advertising must be a neat and orderly division of space.
- In printing white space sells
- The same applies to the web (the architecture of the site)
- Electronic media needs structure sometimes called a storyboard in effect a beginning a middle and an end

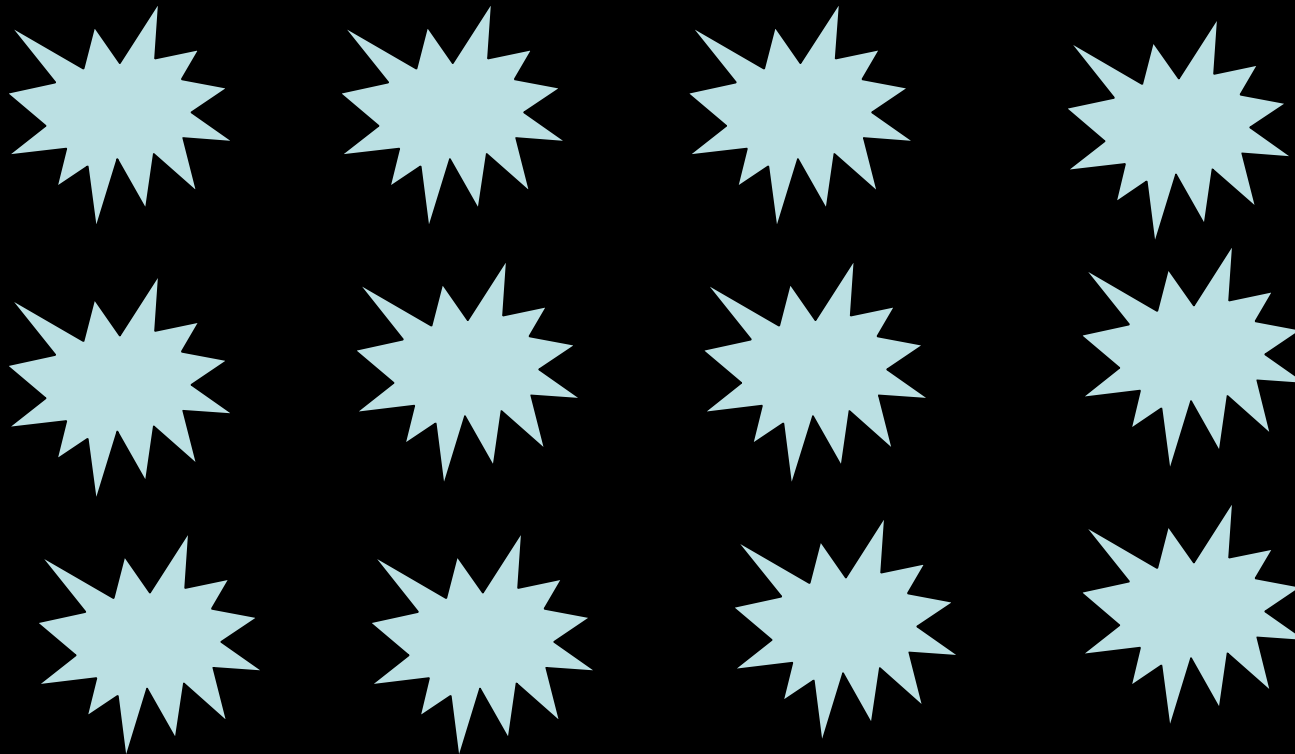


# Layouts

How many banners are here ?



# How many here?



# Careful with colour & Text

## Print and websites

The cat sat on the mat and fell asleep during the long hot summer day. He was so very tired he could hardly keep his eyes open. Soon he was snoring like an old man fighting a long ago battle with that dreadful Claude who used to live next door until he moved away. Claude was a dirty fighter and hated to lose and yet he never won against Wilbur the mighty super flying fun cat

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# Logos and purpose statements

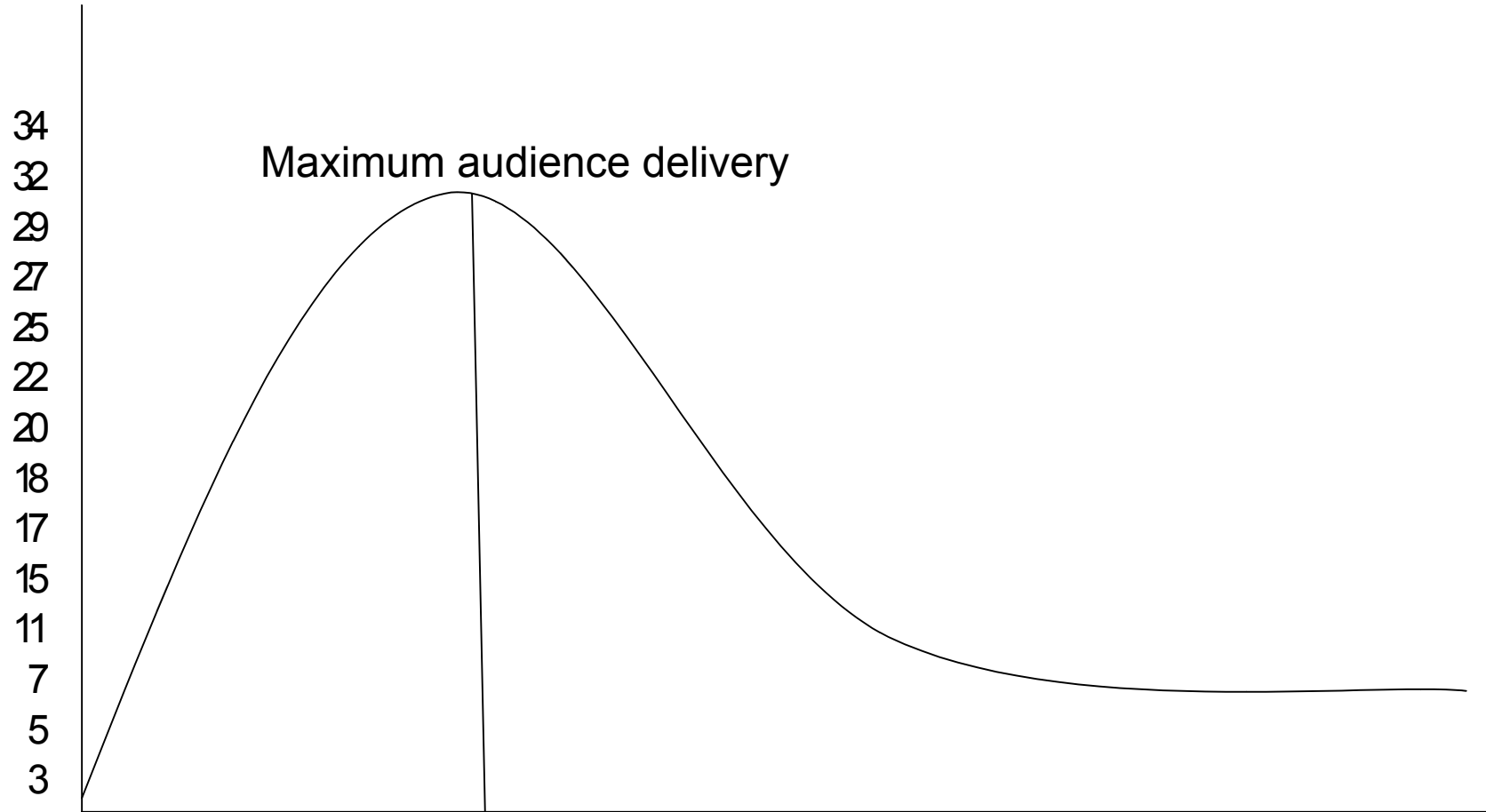


# Audiences & Research



# Bell Shaped Distribution Curve

Audience



Commercials



Overspend



# Co-Operative advertising

- Increase the size of your adverts
- Increase the frequency of your adverts
- Double the impact
- Move stock



# Thank you for time

## Use your dollars wisely

