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## UNDERSTANDING ADVERTISING: THE PROCESS

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### **Six steps for creating an advertisement**

*For WAN-IFRA from Bonnie Drewniany, University of South Carolina, USA*

1. Become an advocate for your product, service or cause. Learn everything you can about it before you begin to create an ad.
2. Learn about your target audience. Are they young? Old? What's their education? Where do they live? What are their opinions about what you're trying to sell them? What are their opinions about your competition?
3. Take the information you've learned about your client and target audience and start brainstorming. Jot down words and phrases. Doodle. Combine ideas. Don't stop until you have at least 20 ideas.
4. Take the top two or three ideas and expand them into rough advertisements. These don't have to be finished, but need to represent what you're trying to communicate.
5. Show your rough advertisements to people who represent your target audience. Get their feedback. What do they like? Dislike? What attracted them to one ad over the other? Was there anything that confused them?
6. Take this feedback and refine your advertisement.