Making Your Ads Memorable

"Half of my money in advertising is wasted. The problem is I don't know which half."

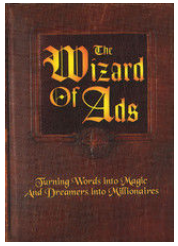
-John Wanamaker

The Right People

The first question your ad rep usually asks is, "Who are you trying to reach?" No matter what your answer, his media always has exactly that audience. You buy your ads and then, like John Wanamaker, hope they work.

If they don't you figure he was lying about his target audience and you're off to the next guy who promises that he has the perfect audience for you.

But what if the problem isn't who you're reaching? What if you just aren't saying the right thing?



"Most ads fail, not because they reached the wrong people, but because they said the wrong thing."
-Roy H. Williams, aka The Wizard of Ads

In my hometown a local bra company is a sponsor of the local sports talk radio show. Yeah, bras and guys talking about sports. Doesn't seem like the right people… until you hear her message.

"Hey guys, tired of hearing your wife complain about her bras not fitting?"

The way to make sure *all* of your ad budget is working is to make your ads more memorable and more powerful.

There are three ways to make your ads more memorable:

- **Tell a Story**
- **Speak to the Heart**
- **Make Only One Point**

Tell a Story

Stories are a powerful tool for an advertiser. They are interesting. They are memorable. They make a point.

We are bombarded with advertising messages all day long. The Yankelovich firm claims we are exposed to over 5,000 advertising messages a day. It's the equivalent of aiming a fire hose at a teacup. Trying to get your message through the clutter is near impossible.

Yet stories get our attention. Stories fire up our imagination and paint images on our brain. Great storytellers like Paul Harvey got us to listen and pay attention and learn.

Here is a radio ad that tells a story…

When she was three she galloped down the aisles on stick horses. At six, she brushed the mane of her My Little Pony. At nine she used her own allowance to start her Breyer Horse collection. And on her sixteenth birthday, she drove the car here just for a book on how to draw horses. Now on her way to college, her parents wanted a gift. I handed them Horse-Opoly. They smiled and said, "How did you know?" Just a guess. Toy House in downtown Jackson. We're here to make you smile.

The first goal in any advertising campaign is to get people to listen. Stories get people to listen.

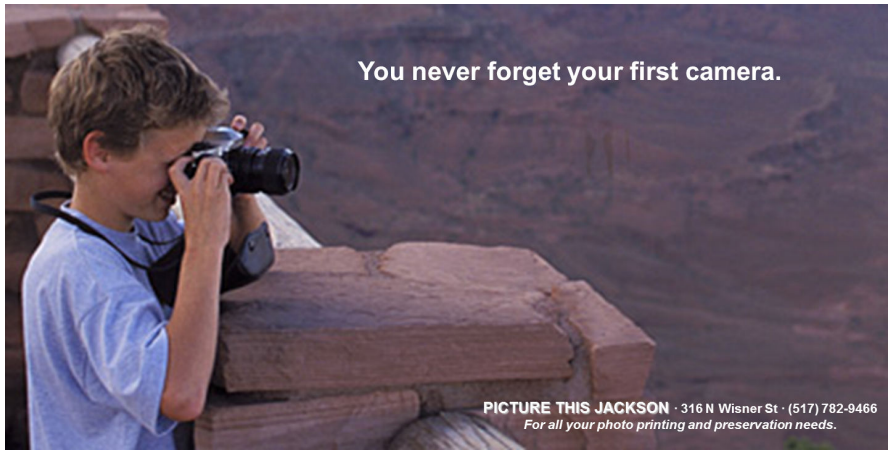
Making Your Ads Memorable

Speak to the Heart

When the heart and mind are at odds, the heart wins. We use logic of the mind to justify what the heart has already decided. You will remember how something made you feel long after you've forgotten the data and facts.

When you can craft an ad with an emotional appeal that also links directly back to your **Core Values***, you have crafted an ad that will move mountains.

Here are some examples of ads that speak to the heart.



Squealing rubber, crunching metal, breaking glass. Sheila's baby daughter, Livvy, was in the back seat. The next day she called to thank me for installing the car seat that saved Livvy's life. This is Phil Wrzesinski from the Toy House. Since that day my staff and I have installed over two thousand car seats to keep kids like Livvy safe and give parents and grandparents peace of mind. It's just something we believe in.

Make Only One Point

There is a classic story about how many points you should make in your ads…

The advertising group of a large company had just spent a day figuring out the new direction of their advertising campaign. They called in the copywriter to explain the twelve points they wanted him to make in the copy of their new ads.

A few minutes into their presentation, they asked the copywriter why he wasn't taking any notes. He reached into his bag and pulled out a board with twelve nails sticking up out of it. He then grabbed a frying pan from his bag and smashed it onto the bed of nails. He held up the frying pan, showing the indentations in the bottom. Then he took out another board with single, solitary spike on it. He slammed the frying pan down onto the spike. The spike impaled the pan and the pan stuck tightly to the board.

The copywriter looked up and said, "How many points did you want me to make?"

Making Your Ads Memorable

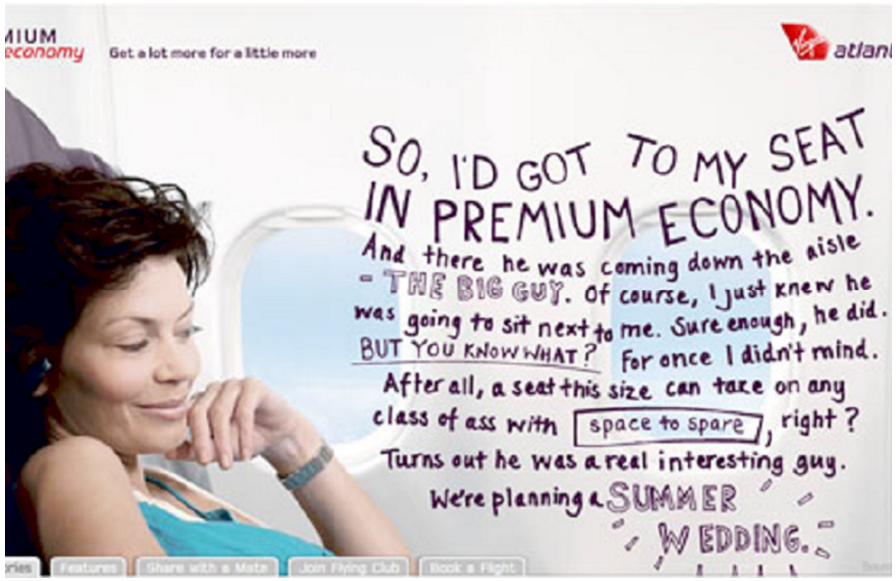
The reality is that most customers will be lucky to remember one thing from your ad. The more you try to say, the less they will remember. And if they do remember anything, it might not be the most important point.

The best thing to do is say less. Figure out what one point you want them to remember, then only make that point.

Here are some ads that **make only one point**.

Note: Does sex sell? Yes... And No!

Sex sells when the sexiness ties into the product and the brand. But be careful. Sex in advertising can get you attention, but if it doesn't tie in well, it will be seen as gratuitous and turn people off from your product and brand.



Your lips curl upward at the edges. The muscles signal your brain. Endorphins begin to circulate, lowering your stress. Serotonin flows, boosting your immune system. You feel more energy, healthier, happier. Your blood pressure drops, your blood sugar drops, your pulse drops as your smile spreads, infecting everyone around you. One smile goes a long way. One trip to Toy House does, too. Toy House in downtown Jackson. We're here to make you smile.

In advertising, humor is the same as sex. Sex and humor have their places in advertising but only when they match the **Core Values*** of the company and make sense for the product. Used properly and they will pay off well. But be careful. Use them poorly and *all* of your advertising money will be wasted.

Don't Look or Sound Like an Ad

At the end of the day, we are so bombarded with advertising that our brains are trained to filter anything that looks or sounds like an ad out of our consciousness.

If you want to get the attention of your audience you have to say or show something more interesting than what your audience is currently thinking.

All of the examples in this publication are chosen because they don't look or sound like your typical ads.

The best response I ever got from an ad was this one…

I couldn't believe it. They were taking customers into the men's bathroom. Yes, my staff was taking men and women, young and old into our men's bathroom. And the customers were coming out laughing and giggling, oh yeah, and buying, too. I guess when you find a product that cool, you just have to show it off however and wherever you can. (laugh) The men's bathroom, gotta love it. Toy House in downtown Jackson. We're here to make you smile.

A full year after this ad ran we still had customers coming into the store to ask us what was going on in the men's bathroom.

The next best ad campaign was another story that spoke to the heart and matched our **Core Value of Nostalgia**. We ran this for the Fourth Quarter in 2005 and had the biggest quarter in the 60-year history of the store!

He left Detroit 9am Christmas Eve. Some store somewhere had to have the one toy his sweet little six-year old wanted. Six stores…seven hours later, he stood, travel-weary, across the counter from me.
I suppose you don't have any Simon games either.
As I handed over the last of our Simon games he smiled and said, "God Bless You!" Believe me, He already has. Merry Christmas from the Toy House in Downtown Jackson. We're here to make you smile.

It defied all conventional wisdom for advertising. It only mentioned our name once. It didn't talk about our products or services. It vaguely gave our location. No phone number, no website, no hours. Yet it brought in the customers. Sometimes conventional wisdom isn't so memorable.

Do you have the guts to make your ads this memorable?

*To identify and uncover your **Core Values**, download ***Understanding Your Brand*** free at **www.PhilsForum.com**

Thank you to **Roy H. Williams** for many of the concepts in this publication.

Nicknamed the Wizard of Ads by an early client, Roy H. Williams and his staff have often been the unseen, pivotal force in amazing come-from-behind victories in the worlds of business, politics, and finance.

Williams teaches creative thinking, strategic planning and human persuasion at Wizard Academy that is attended by executives from many of the world's largest advertising agencies, professors from leading universities, broadcasters, journalists and small-business CEOs from around the world.

His first book, The Wizard of Ads, was voted Business Book of the Year in 1998 and his second book, Secret Formulas of the Wizard of Ads, became The Wall Street Journal's No. 1 Business Book in America in 1999 as well as a New York Times bestseller. The third and last book in the Wizard trilogy, Magical Worlds of the Wizard of Ads, also received the honor of being a bestseller on The Wall Street Journal list. Each of the books has been translated for international distribution in China, Brazil, Korea and Israel. His other books include Accidental Magic and Free the Beagle.

A lifelong student of the human race, Williams is forever seeking to answer the question, What makes people do the things they do? And the answers that he is discovering along the way provide a wealth of practical knowledge and a constant source of entertainment for his students and friends on five continents.

Williams lives in the Middle of Nowhere, Texas, with his wife, Pennie.