

# Effective and ineffective adds

[Business](#), [Marketing](#)



Effective and Ineffective ads Effective ads The ad above is an example of an effective advertisement. For an advertisement to be effective, it has to pass through five stages of the creative pyramid. The first phase is the awareness phase. At this point, the ad must travel through the consumer's senses for its perception. The consumer has to be aware of it. This step is significant as it helps in grabbing the consumer's attention. The above ad is very clear and to the point. The brand name, Estee Lauder, comes out clearly plus the uses of the product (Kelley, Sheehan, & Jugenheimer, 2015).

Secondly, the interest carries the consumer towards the body of the ad. The above ad has an interesting story to go along with it. It has an excellent visual and catches attention at the first glance. The droplet in the ad is the focal point, and it leads to the body copy, presumed to be what the advertiser wants the consumer to read. The logo and the headline, Estee Lauder, are at the bottom, as it puts more focus on the product (Kelley, Sheehan, & Jugenheimer, 2015).

Third, the credibility is essential in the creative pyramid. The reader always wants the claims in an ad supported by tangible facts. The claims have to be relevant to the need of the audience. Credibility in the above ad differentiated it from other ads. It communicates information about the product and on where the product sold. Therefore, the ad builds loyalty, brand preference, and value to its consumers (Kelley, Sheehan, & Jugenheimer, 2015).

Fourth, the desired step is where the ad puts the audience or the consumer imagines a situation of enjoying its consumption. The desire gives the customer a feeling that once they use the product, they will be happier. The

above ad provides a solution to the aging skin due to lack of sleep. Thereby, the clients get a feeling that their aging skin got a solution finally (Kelley, Sheehan, & Jugenheimer, 2015).

Lastly, the action comes as the last step in the creative pyramid. It gives the buyer the motivation of doing something. The motivation for using the product above is by the call for action in using it. Use of the above product means that the consumer wakes up with a more beautiful skin each morning. Therefore, the ad gives hope to the consumer through action (Kelley, Sheehan, & Jugenheimer, 2015).

#### Ineffective Ads

The above add is an example of an ineffective ad. The ad creates an awareness but in an inefficient manner. Not every man wears jeans. Therefore, it is limited to those who wear jeans. One may think that the cancer is only for those who put on Jeans Trouser. It has a pun in its headline and stands awkward since a pimply tenth grader having braces and a lisp (Belch & Belch, 2015).

The ad has a mix of wordplay with the unwanted connection of male anatomy. It has a marketing jabber with makes urological cringe, therefore, lacks credibility. The copy reading about the prostate cancer in men is in the right direction but has much noise in it. Lastly, the ad is not attractive. It is not appealing to the eye. Therefore, such an ad has a lower effectiveness (Belch & Belch, 2015).

#### References

Kelley, L. D., Sheehan, K., & Jugenheimer, D. W. (2015). Advertising media workbook and sourcebook. Abingdon, Oxon: Taylor and Francis.

Belch, G. E., & Belch, M. A. (2015). Advertising and promotion: An integrated marketing communications perspective. New York, NY : McGraw-Hil