

# What makes an advertisement effective

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The target audience should be able to capture the intent and objective of an advert to make it effective. The time that should take for the audience to be attracted to an advert is limited to a few seconds. For print adverts, the time should be below 5 seconds. A television and radio advert may have a minimum of 15 seconds to appeal to the audience (Krugman, 2013). Firstly, the advert should connect to the audience in regards to its first impression and content. The advert should not be complicated. The target audience usually relates to adverts that are memorable and very easy to recall. The advert should then provide information succinctly and quickly (Krugman, 2013). This ensures the attention of the audience is not distorted. Moreover, the advert should not contain information that creates suspense or requires inquiries on additional information (Krugman, 2013). This may confuse the viewer thus limited effectiveness. An advert should then be able to call the viewer to action. The advert should be able to convince the viewer that they need to access the goods or services being advertised. For print adverts, four elements are required.