



**TheGredeCompany**

# 30-SECOND MARKETING TIP



## **Better Ad Illustrations**

Here are a few ways to make your ad stand out amid the clutter in newspapers and magazines:

If you sell a product rather than a service, show it in your main illustration. Or show it at the end. But show it somewhere in your ad. Let your customer know what to look for when she goes shopping.

Make your visual match your headline. Your illustration should telegraph the same benefit you use in your headline.

Use visuals that demonstrate your product. Master Lock uses a vivid demonstration with a rifle bullet smashing into the product, but the lock doesn't open.

Using illustrations in your advertising will make them better read, and better remembered.

[www.TheGredeCompany.com](http://www.TheGredeCompany.com)