



# Design Tips

How to design an advertisement to achieve the best results within the family market



## Hello

At Marketing To Families, we're dedicated to making sure you get the most from your marketing. Getting the right message across is vital to a successful marketing campaign which is why your artwork must be designed with your goals in mind. This handy brochure gives you the tools to plan what your advert should look like.

Before you can begin designing, you must ask yourself is this a branding or call to action campaign?

**Branding advertising** aims to get your name, and message, in front of your customers across as many media as possible (print, digital, TV, radio, etc.)

to tell them 'why' to buy but not specifically 'when'.

**Call to action advertising** tells your customers what to buy and when. For many businesses, especially those promoting sales or events, this is the only type of campaign for them as it gives a clear indication of ROI.

Once you've chosen which type of advertising is right for you, you can use our guide to design your advert.

I hope you find it useful,  
Bree.

**Bree James / Marketing To Families  
Founder**

## Artwork Tips

Don't use clip art

Use no more than two fonts

Remember people read left to right,  
top to bottom

Use a high resolution logo and images

Include your contact details

Pay a professional designer or get us  
to design it for you

## Main Types Of Advertising

### Branding Advertising

Think "Emotive" e.g. Coca Cola Relationship building to ensure the brand remains in customers' minds.

### Call to Action Advertising

Think "Sales Focused" e.g. Harvey Norman Invites customers to perform a specific action as a result of their advertising.

## Powerful Branding Advertisement:

1. Be realistic with the space you have when planning
2. Use a great headline to grab attention, create engagement or emotional connection
3. Identify 3 things that make your business unique
4. Build trust, respect and credibility with your words
5. Images tell a thousand words. Use a great one
6. Edit your words to be as concise as possible

## Impacting Call To Action Campaign:

1. Be realistic with the space you have
2. What is your amazing offer?
  - Date specific events
  - Limited Offer
  - Gift with purchase
  - 2 for 1
  - 50% off
  - Buy 1 get 1 free
  - Valuable packages or memberships
3. Create a headline that promotes the offer and builds urgency
4. Be clear and concise about the offer
5. Images tell a thousand...use a great one
6. Build trust, rapport and credibility with your words
7. Tell the customer what to do next



# What Makes A Family Happy & Content?



## **Belong**

To be part of something bigger than you



## **Contribute**

To be valued and valuable to others



## **Fun**

To create memorable and meaningful moments



## **Health**

To stay strong, energetic and be healthy



## **Home**

To build a wonderful place to grow



## **Security**

To have peace of mind now and whilst planning for the future

Marketing To Families 100% focuses on these key needs.  
Want to invest in and grow your share of the family market?  
We can help.

**Call 07 4053 3331 Email [admin@m2f.com.au](mailto:admin@m2f.com.au)  
Visit [www.m2f.com.au](http://www.m2f.com.au)**

**It's not the best product that wins it's the best marketing.**