



Advertising & Marketing: How to Get the Word Out!

We may or may not realize it, but there are so many things about advertisements that catch (or don't catch!) our attention. Here are a few to keep in mind:

(a) Colors:

Red: attention, exciting

Blue: non-threatening, calm

Yellow: welcoming, friendly, happy

Green: fresh, relaxing

Purple: royal

Black: mysterious, gloomy, threatening

Brown: warm, comforting

White: innocence, healthy

(b) Shapes

Rounded: relaxing, inviting

Angular/Straight: powerful

Jagged: upsetting

(c) Lines

Horizontal (–): relaxing, peaceful

Vertical (|): captures attention

(d) Words

Imagery: keeps interest

Short sentences/phrases: keeps attention

(e) Size of Words/Graphics

Large: draws the eye

Small: more easily ignored

(f) Organization/Neatness

Evenly Spaced: peaceful

Crammed, Messy: overwhelming