

5 BASIC COMPONENTS OF A MARKETING PIECE

An effective poster or marketing piece should have the following basic components:

1. Grabber

Grabbers are brightly colored or emphasized with splashes of color. They are usually large letters or illustrations and they are phrases that capture the reader's attention. Words like: "Never Again!," "So Cool!" "Configure this," "Go Figure," "Members Only," "Free." or "Exclusively" - to name just a few. They need to be placed above the center line of the piece to trigger a stronger eye line routing (the eye line is the route most eyes follow when viewing a graphic display - it runs from just above the center line, straight down then veers to the upper right and finally falls diagonally to the lower right, exiting the lower right hand corner).

2. WSIC

The WSIC answers the question "Why Should I Care?" for the reader. This is the targeted statement which will draw the reader further into the piece. It takes some thought to tie the reader's concerns into the concerns answered by the (advertised) activity or event, i.e. if your reader is concerned about the environment, the WSIC could be: "Here is your chance to really do something for the planet!"

3. Content

This is the basic information delivered quickly and succinctly - what, who, who is invited, when, where, how, how much it costs and why. Often the "why" of the event is different than the "why" of the WSIC. The event may well be to raise money for the Senior project but it involves planting trees for the local park system for which the school is being paid. Therefore, the WSIC for the environmental club is the chance to make a difference while the WSIC for some other group might be: "Ever wanted to play in the mud?" or for the jocks: "Need a good morning workout?"

4. Involvement Statement or Question

Asks the reader to get involved with the activity. It is one thing to simply tell someone what is happening but it is stronger to ask them to get involved. Again, the involvement statement should be tied to the WSIC, i.e.. Environmental - "Please, come plant a tree" For the athletic-minded - "Join us for the workout and contribute to the team" and finally to the player - "All your friends will be there so all we need to make it really fun is - you! Be there!"

5. Quick Recap

The recap is that graphic or sound bit or tag line that wraps all this together and becomes a quick reminder for the event. In this case consider an illustration of a tree holding a shovel, wearing the garb of the mascot, with a big smile and dollar signs all around. You can have this drawn by someone who can draw and copy it on a copier and paste it on each of the different pieces and/or you can modify it to fit each WSIC. Perhaps the tree flexing muscles for the athlete.