

Spire Express Advertising Matrix

Purpose: Identify and categorize all possible elements in product advertising. Develop a matrix by which ads may be specifically evaluated. Test ads at different "corners" or the matrix to determine the best balance of copy and visual content. Refine to matrix based on specific test ads. Determine product ideal demo / psychographic buyer.

Science

Explanation of the science involved which makes the product effective

Copy

Easily explained - stand-alone phrases

Memorable - buzz words,

Credible

Reference to research, studies

FDA, US Gov or, other third party

Doctor or Researcher sited by name

Competitive benefit - superior to competition

Visual - Graphic or medical illustration-representation of effective science

Diagram - instant comprehension

Doctor or researcher - credible, name

Chart or graph

trend toward (product, active ingredients) use

success of product use

superiority over competition

Emotional → Scientific

BUYER

Impulsive → Informed

Impact → Graphics

DESIGN

Visual → Copy

Testimonial

Person

Advocate - spokesperson, satisfied user, demographic representation

Professional - doctor or researcher sited by name

Visual

Before and after photos

demographic representation photo

Copy

professional statement - doctor or researcher

advocate - success, value, urgency

Advocate → Researcher

TESTIMONIAL

B&A → Diagram

Headline

Question - referring to specific need. problem, condition

urgency - motivates reaction

offer deadline

severity of problem

speed of relief

impact - peak curiosity, prominence in layout, emotion

life-changing results

relevance - specifically targeted toward media demographic

Benefit - specific or general promised result

Stated as testimonial

Stated scientifically

Problem → Claim

HEADLINE

Testimonial → Researcher

Body Copy

Sales impact

informative - NEW technology or levels of product success

testimonial - personal claims

effect on condition, life, well-being

Explanation of science - concise, cohesive with graphics / photos

Call to Action

Buzz words - Call now, try, hurry, etc.

Offer - discount (time limited / including date)

Risk-Free trial, Free supply, Discount, Added value or gift

Product

Photo

in headline, copy or call to action - quantity, quality

in hands of advocate (researcher or testimonial)

being applied

ease of use or to demonstrate science

by specific demographic

Logo

Develop and reinforce product identity (branding)

Style

Psychographics

Impulse buyer - focus on claims, results, new technology

Loud - attention grabbing before and after visual.

high visual impact - low emotional connection

Desperation buyer - guarantee, trust, testimonial and researcher - credibility

Advocate - main image of satisfied user (demographic)

high emotional, science and guarantee - low sensationalism

Informed buyer - buzz words, product superiority, active ingredients

Science - Researcher, charts, diagrams - low emotional