

# DOES DESIGN MATTER?

## BOOST RESPONSE WITH THE RIGHT AD

How do you create an ad that gets response when today's consumers are exposed to hundreds of advertising messages daily? Selecting the right message, offer and design are key to the success of your ad. A strategically-designed, consumer-focused ad will:

- Grab the readers' attention
- Create an interest in your product or service
- Build their desire to buy or use your product or service
- Persuade consumers to take immediate action

### VALPAK® IS COMMITTED TO YOUR SUCCESS.

We work with nearly 53,000 advertisers annually to design and deliver customized direct mail campaigns. Valpak has invested considerable resources and efforts in consumer and advertiser research to understand what works best for our variety of formats and placement in the distinctive blue envelope. The results? A proven formula that provides you with the essential elements to create successful Valpak advertising campaigns. You won't find this level of commitment to research-based design anywhere else in the direct mail industry.

(Front)

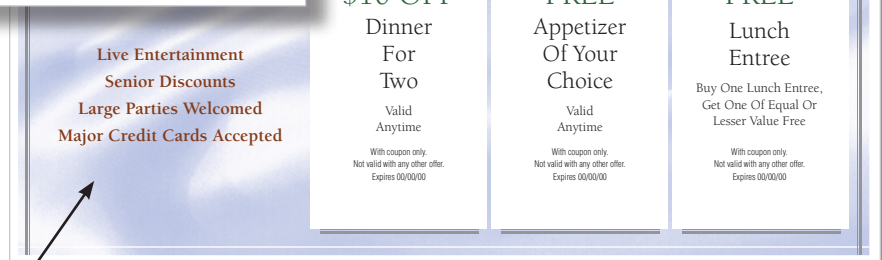


**Headline** – Identifies your primary business offering and value to the consumer at a glance.

**Offer** – Strong offers on primary products or services are what most motivates consumers to act.

**Illustration** – Reinforces what consumers will experience or how they will benefit when they do business with you.

**Other** – Always make it easy for consumers to take immediate action. Include unique information that separates your business from the competition as well as business hours, address, phone number, Web site address, a map, etc.



(Back)

The back of the ad should include additional information to motivate consumers to act. This information should be different from the front and include supporting offers, maps, unique services or qualifications and other business information that would help motivate them to call or visit your business.

### THE RESEARCH-DRIVEN VALPAK AD FORMAT

Through our 40 years of experience and extensive ongoing studies, including eye-tracking technology, the Valpak ad format has been designed to help you create the most effective ads. Busy consumers don't want to search advertising for information or savings, so a clear and simple ad design is essential for best response.

Want to know more about the right ad elements for your specific business category? Contact your Valpak Account Representative to discuss a customized campaign that will motivate consumers to call or visit your business.

To find the Valpak office nearest you, call 1-800-4VALPAK (825725) or go to [www.valpak.com/advertise](http://www.valpak.com/advertise)

