

Left, Right or Both?

Great ads appeal to both logic and emotion. Logic is often attributed to the left side of the brain, while emotion is attributed to the right. The text of the radio and video ads provides the information the left brain needs to decide whether to go to Crestline: the cost, how and when to get there. But the text also appeals to the right brain, setting a scene, engaging the audience's imagination and creating a desire: *Alcohol-free dancing, live music. Enjoy the beats, the friends, the atmosphere. Mingle. You won't be carded at Crestline.*

The background sounds, sounds that set a scene and suggest a story, appeal to the right brain. So do the visuals and music that provide characters, settings, even a glimpse of plot. Music especially reaches out to the right brain. All the right-brain approaches are meant to involve the audience's imagination and create desire for the product.

Some advertising designers start with a right-brained approach, a great creative idea, and add the left-brained information to it. The strength of these ads is their appeal. The potential weakness is that the audience may not remember the product, just the great image. One beer company showed teams of Clydesdale horses pulling a traditional beer wagon (the television ad included the rhythmic sound of clapping feet), and a tire company used a blimp to advertise both locally and nationally. Both ads were well received. But many viewers could not tell afterward which beer or which tire company was featured in the ad.

Other designers start with the information and then add images and other visual effects if there is room. The potential weakness of these left-brained ads is that they may not create a desire for the product. Information may not be enough to make a sale.

When right-brain and left-brain approaches meet, an ad can be both informative and enticing—informing in the briefest possible manner and enticing through image, color and graphics.

Ads Written From and To the Left Brain

To appeal to the left brain, you provide, prioritize and organize the most essential information. You design the ad for simplicity and clarity.

Use the advertising five W's and the second why (why should your audience go to or buy or do what you advertise), to develop the message your advertiser wants you to communicate. These will probably give you and your audience more than enough information—left-brain stuff. A web address or a scannable quick response code (QR) can provide more details if your ad has convinced the audience they need further details, saving white space for design elements.

You discovered the first five W's, plus the *Why* that defines your message when you interviewed the advertiser. This why will help you create an appropriate visual image. In the V8 ad, the why was "To lose weight."

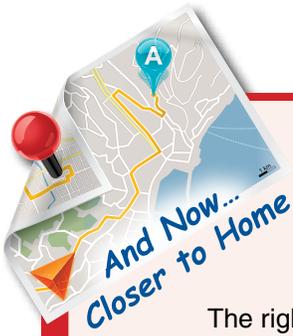
Now you need to prioritize the information you will present your audience. The most important information will generally go into the headline, often placed at the thirds rather than the top of the ad.

The next most important information will go into the subhead and after that the body copy, the main text of an ad apart from headlines, art and logos. The body copy is the "meat" of the ad.

The least important will go in small type near the bottom.

Ads Written From and To the Right Brain

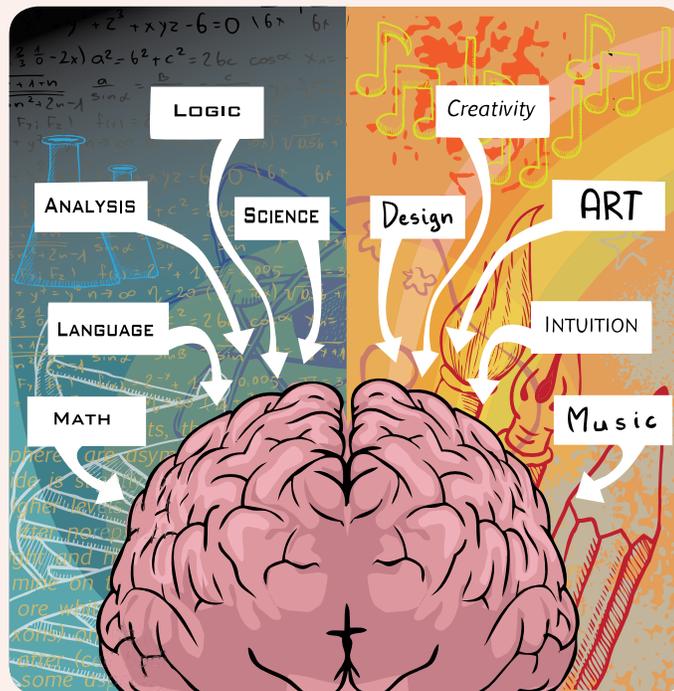
The right-brain approach to creating ads uses an image, a logo, a color scheme, an impression that in turn should create desire for the product—sophisticated, exciting, romantic or whatever is appropriate for the audience. For a parents' publication, such as the PTSA brochure, you may emphasize safety with a picture of four smiling, well-groomed friends seat belted into a family sedan pulling into the well-lit parking lot.



Left, Right or Both? (continued)

The right-brain approach uses:

- dominant art or photo;
- secondary art or photos;
- logo;
- font choices, alignment and color;
- balance of visual and written elements with the emphasis on the visual; or
- white space that may no longer be white, or plain.



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