

NOTES FOR THE EVENT

Advertising COSTS MONEY!
Effective Advertising MAKES MONEY!

**What do you need to make
your Advertising Effective?**

Consistency (*how often... is it daily?*)

Frequency (*how many times per day*)

Good Ad (*are you saying the right thing*)
I believe the MESSAGE is the most important part!

What the message NEEDS to do!

Un-Awareness

Awareness

Comprehension

Conviction

Action