

Principles for making effective ads

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Since 1993, I have been developing principles (guidelines, condition-action statements) for the development of persuasive advertisements such as “use a two-sided argument under the following conditions . . .”, “use humor only if . . .” or “put the illustration at the top of the print ad when . . .” The collection began with Ogilvy rules and included much from Rossiter and Percy’s book on advertising. This list of principles has grown substantially over the years. However, just as I start to believe that the list is complete, the next year reveals more ways to improve it. Is it complete now? For example, there are 224 principles for the development of a persuasive print ad. These principles will appear in my forthcoming book *Advertising and the Science of Persuasion* (Palgrave Macmillan), and there is ample time to make changes. Here are my questions:

1. Am I overlooking any principles?
2. Are any of the principles incorrect (e.g., poorly stated conditions)?

The principles are located at <http://advertisingprinciples.com> (see the “Summary List” under Developing Advertising Campaigns). Please email me with suggestions at armstrong@wharton.upenn.edu