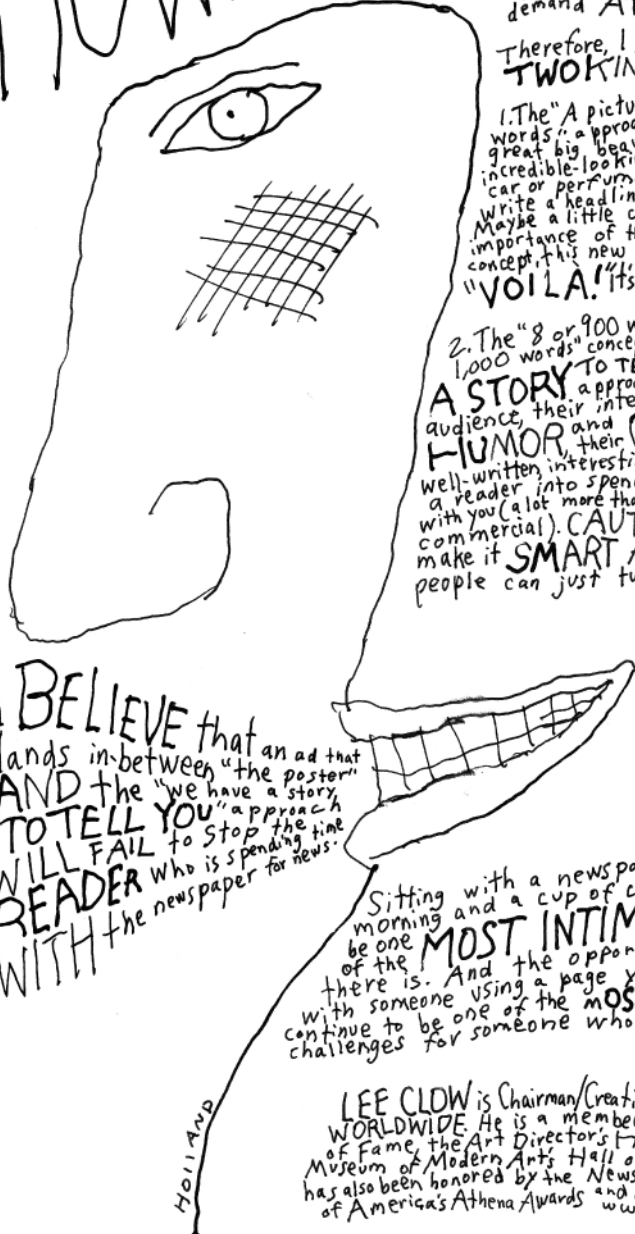


HOW TO CREATE A NEWSPAPER AD BY LEE CLOW



I'm an AKI VIKELTOK. And I've always felt that the opportunity to design an ad for newspaper was a special creative opportunity. But newspaper is a special medium. **IT'S URGENT.** not yesterday TODAY so the message has to demand ATTENTION.

Therefore, I believe there are **TWO KINDS** of newspaper ads.

1. The "A picture is worth a 1,000 words" approach. You start with a great big beautiful page, you put an incredible-looking, new computer or car or perfume bottle on it and write a headline that says "TA-DA!" Maybe a little copy that explains the importance of this new design, this new concept, this new fragrance. And **"VOILA!"** It's Virtually a POSTER.

2. The "8 or 900 words can be worth a 1,000 words" concept. This is the "we have **A STORY TO TELL YOU**" approach. This approach must respect the audience, their intelligence, their sense of **HUMOR**, their **CURIOSITY**. But a well-written, interesting ad can **SEDUCE** a reader into spending 4 or 5 minutes with you (a lot more than a 30-second TV commercial). **CAUTION**, if you don't make it **SMART AND INTERESTING**, people can just turn the page.

I BELIEVE that an ad that lands in-between "the poster" AND the "we have a story, TO TELL YOU" approach WILL FAIL to stop the time READER who is spending time WITH the newspaper for news.

Sitting with a newspaper in the morning and a cup of coffee will always be one of the **MOST INTIMATE** media experiences of the here is. And the opportunity to connect with someone using a page you've created will continue to be one of the **MOST REWARDING** challenges for someone who loves to make ads.

LEE CLOW is Chairman/Creative Director of TBWA WORLDWIDE. He is a member of the One Club Hall of Fame, the Art Director's Hall of Fame and the Museum of Modern Arts Hall of Fame. His work has also been honored by the Newspaper Association of America's Athena Awards and can be viewed at www.naa.org.

HOLLAND