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"America is a vast conspiracy to make you happy."

—John Updike

Wednesday
Morning

Fax

from

The

Castle

Press

11 pointers on Scientific Advertising

Claude C. Hopkins published his classic book, *Scientific Advertising*, in 1923, long before advertising developed into a glitzy branch of show business.

Well, you don't have to be Dolly Parton to like rhinestones. Glitz and today's flashy graphics and copy to the contrary, however, nobody ever has disproved Hopkins' careful observations on what he learned in 36 years of traced advertising. Among them:

- Advertisements are salesmen
One must judge them on the same basis as salesmen responsible for selling costs and results.
- Brilliant writing has no place in advertising
Stylistic differences detract attention from the product. All efforts to gild the lily create disbelief, distracting skepticism, and sales resistance.
- Never show off
You are selling the product—not creating awe at your brilliance. Use the shortest words and the simplest, most direct phrases you can.
- Always offer service
Service is all that your sales prospect wants. Waste no space—hence money—for any other purpose.

■ Do not boast

Boasting—about your plant or office building, your company's productivity or other achievements that make your president beam with pride—repels readers.

■ Demand action

Coupons, limited-time offers, and other action-galvanizing devices make an enormous positive difference in responses—and return on investment.

■ Avoid frivolity

Humor rarely works. You are asking people to part with their hard-earned money. They take it seriously. So should you.

■ Do not waste space

Double your space, and you will double your costs with no corresponding increase in response, Hopkins wrote.

■ Distrust graphics

No test that Hopkins knew of justifies the added cost of photographs and illustrations in advertisements—though he remained open to their use in ads that hinge on appetite appeal.

■ Tell it all

Include all appeals in your copy.

The Castle Press—*your best choice for a printing partner since 1931.*



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