

Drayton Bird

# More stuff about layout



You know that old phrase "by popular request"? Well, this is by popular request - one of you asked for more facts about pictures and illustrations.

Before saying any more let me tell you one thing that often helps. When you can't afford a letter and a brochure in a direct mail piece, try an illustrated letter.

(You know, of course, that given a choice between a letter and a brochure, you always use the letter in preference as it's more personal).

Having said that, here are a few facts, much of them based on research by Gallup or testing.

1. Cartoons attract most attention. Good on envelopes.
2. Photos convince most. Use them if looks or credibility matter.
3. Charts often attract interest - e.g. weight-loss figures or interest rates.
4. People look at people. Responses for a business school nearly doubled when we put the Dean's face in the ads.
5. Men look at attractive women; so do women. But they look at babies even more.

*"Before saying any more let me tell you one thing that often helps. When you can't afford a letter and a brochure in a direct mail piece, try an illustrated letter"*

6. Illustrations relating directly to the message work on average 32% better.
7. TV frames from commercials are extremely effective.
8. If you don't illustrate the product or the idea, the ad is 27 % less effective than average. (That means don't be a clever-clogs)
9. Stereotypes - chatting people, loving couples, smiling sippers and ecstatic eaters kill ads. They don't develop uniqueness.
10. If the picture has something odd about it, people remember the message.
11. One big picture usually attracts better than several small ones.
12. Pictures should demonstrate.
13. Before and after pictures are particularly effective.
14. Cut out pictures attract the eye better than squared-up ones.
15. Don't have pictures just for the sake of it; they cost money and can divert attention needlessly.
16. Coupons in ads used to add most conviction. Now that you often direct people to a website, that means it should be very prominent.

By the way, never use pictures that have nothing to do with the product but seem a clever idea.

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## About the Author

In 2003, the Chartered Institute of Marketing named Drayton Bird one of 50 living individuals who have shaped today's marketing. He has spoken in 53 countries for many organisations, and much of what he discusses derive from his work with many of the world's greatest brands. These include American Express, Audi, Bentley, British Airways, Cisco, Deutsche Post, Ford, IBM, McKinsey, Mercedes, Microsoft, Nestle, Philips, Procter & Gamble, Toyota, Unilever, Visa and Volkswagen. In various capacities – mostly as a writer – Drayton has helped sell everything from Airbus planes to Peppa Pig. His book, *Commonsense Direct and Digital Marketing*, out in 17 languages, has been the UK's best seller on the subject every year since 1982.

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Publication issued on 1 November 2015