

# Building the Message

## Hook

The first thing you need is a hook. In other words, something that will draw consumer attention and interest. Ideally, the hook is short and positive. For example:

- Super spring sale at Lacasse Furniture
- Tired of shoveling? Buy a snowblower!

## Copy

Second, the copy (or text) must be simple, accurate, and appropriate to the target audience. Its purpose is to explain the information presented in the hook and to make it more convincing. For example:

- Lacasse furnishings are made in Québec with top-quality materials. You won't find better in Paris.
- Snowbank Snowblowers are the solution to winter! Over the past 25 years, our snowblowers have cleared snow from over 25,000 km of driveways. Why spend another winter without one?

## Slogan

An advertising message most often includes a slogan. It's usually a short, evocative expression associated with the product. The purpose of the slogan is to prompt the client to directly connect the brand to the proposed product.

## Illustration

Another important element to consider is the illustration. As with the copy, the illustration is meant to convey the core message. It can be either the main element or a complementary one. The choice of illustrations (photo or drawing, the subject to be illustrated, the number of people, the style, etc.) involves careful consideration of numerous details.

## Formatting

Finally, the formatting unifies and harmonizes all the graphic elements of an ad. At this step, everything is carefully weighed: shapes and how they relate; colours; how the copy is broken down; where illustrations and characters are placed; font type, style, body, size, or weight; and so on. Advertisers specifically choose each element when building a message to convince you or influence you. For example, with print advertising, numerous aspects must be factored in.

Source: Robert LEDUC, *Qu'est-ce que la publicité?*, Paris, Éditions Dunod, 1983, 151 p.