WEATHERIZATION PROGRAM FLYER

LOOK AT THE ORIGINAL FLYER

OK: In 5 seconds, do you know what this flyer is selling? Do they want your money? Are they giving something away? If so, what does it take to qualify? Do the two graphics make sense?

The largest type on this page says *Maravilla Foundation*. Do you know what this is?

Let's see what they did right.
1. They put the flyer on brightly colored paper to improve the "pick up ability."
2. They only used two font families.

<div align="center">*****</div>

NOW LOOK AT OUR REDESIGNED FLYER

In 5 seconds, do you know what this flyer is selling? Do we want your money? Are we giving something away? If so, what does it take to qualify?

Right away you know that this flyer is talking about a weatherization program that won't cost you one thin dime.

Next you know the main advantages of this program: you will be cooler in the summer, warmer in the winter and save money on your gas bills.

Down a little further we define what this offer includes and the large group of people who are potential qualifiers.

Then you are asked to do something — call.

And below that is the formula that will be used to test for qualification. Your lack of income is the only way to qualify.

Let's see what we did right.
1. Our flyer is "eye friendly." There appears to be comfortable space around everything. The areas of interest are clearly differentiated. Although a border is not necessary, in this case it serves two purposes: it contains the eye and reminds the reader about the details of the offer.
2. We have put what we are selling in the largest type. If you're not interested, you can toss it in a couple of seconds. We also tell you that it is sponsored by the gas company through a foundation.
3. We tell you the advantages of the program should you be interested. And you don't have to search for them. You don't have to search for the details of the offer.
4. We have used what we consider a more eye-friendly font. It has thick & thins, it has character while retaining readability.
5. To make sure your eye is correctly directed, the type within the two lines on the border has been screened back a bit.