

## YELLOW BOOK FLYER

***THIS REDESIGN NETTED OUR CLIENT AN INCREASED RESPONSE OF 300%***

1. An advertising piece has two objectives and two objectives only: a) To get itself picked up and read and b) to sell.

### 2. What is being sold?

Look at the original flyer. Do you know what is being sold? What stands out? Why would we be selling “Hello Businesses?” We aren’t! The next guess is that we are selling ad space. Well, yes, in a sense, but, in reality we are selling the advantages of purchasing ad space: a) More Customers, b) More Profit, and c) More Money. We have chosen to put a shadow box around these three items to draw the eye to them and to enclose the reader’s attention for a while.

### 3. Why purchase what we are selling?

Our next job is to answer the question: Why the client should purchase from us? There are a lot of yellow pages out there. We could tell the client here that our prices are less or that our research shows that our clients get more calls and more business from our ads than from the *regular* yellow pages. But that comes later — when the sales call is made. Now we just want to peak interest. So the reasons we give are three: a) The individuality of the design of your ad, b) A 2nd ad that is free and the same size as the ad you pay for, and c) A coupon in the back of the book.

### 4. Change in border

The border in the original looks something like a snow man waving. We suppose it goes with the line, “Hello Businesses!!!.” But other than that it has no use. We have chosen to use the border to reinforce what we have to offer, why you should buy from us. There are several borders that could be used. And we tried a couple of things before we decided on this. It seemed to work the best of what we had tried. It is not dark, so it is not an absolute boundary. The type is large enough to be read easily. We believe the reinforcement works.

### 5. Why “Want?” instead of “Need?”

We first used the word “Need” as it had been used in the original. Then, upon thinking, we decided that the word should be want. Yellow page ads are expensive no matter who sells them. And people tend to be more willing to pay for wants than needs. Therefore we changed the word to “Want.”

### 6. Yellow Page revelation

We didn’t want to hit our prospective client with the idea of buying an ad. We decided to tell the client how we could accomplish what we promised at the bottom of the flyer — once we had the client’s attention. However, We did use the yellow page “walking fingers” logo under the shadow box to almost subliminally suggest that what the client wants — and we are selling — is tied into what we are asking the client to pay for. And then we confirm what is being paid for at the end of the flyer — after we have the attention of the client and, we hope he/she has decided to make the investment necessary.

### 7. Only way the flyer could be redesigned?

In a word, NO. But we believe it to be an effective redesign. There is no doubt about what is being sold or the advantages of doing business with us. And then after we have the attention of the perspective client, we tell him/her what purchase is necessary to accomplish what he/she wants.

### 8. Font Change

It wasn’t really necessary to change the font. We tried *ordinary* fonts both serif and sanserif, and it didn’t have the *feeling* we wanted it to have. In general, a serif font says stable, but it may be inferred that it is for the old folks, etc. While, in general, a sanserif font says new and modern, but may be inferred as uncaring. We tried a lot of different fonts and finally ended up with this one. To us it has the serif for a stable feeling, but not boring. Since we are selling a want and not a need, we wanted a slightly frivolous feeling. This is a personal call. And my client may or may not like it. In this case, we would explain why we had chosen this font, but also would change it if our client wanted it changed..