

12.1: Chapter Introduction



Figure 12.1 Two Months to Launch!

You've done your homework. You understand your audience, you've identified the objectives and strategy for your campaign, and you know what media you'll use to reach your target consumers. You're almost there—but you've still got to decide how to say what you want to say.

Should you focus on reason or appeal to the heartstrings? Should you spell out the arguments or show visually why your idea, product, or service is worth a serious look? Sometimes a picture is worth a thousand words; other times it's just a pretty picture. Usually, you need both words and images to get your ideas across, so you need both copywriters and art directors to do their magic. In this chapter we'll take a look at some of the options the advertiser has available to *make it sell*.

This page titled [12.1: Chapter Introduction](#) is shared under a [CC BY-NC-SA](#) license and was authored, remixed, and/or curated by [Anonymous](#).