

Ways Trade Advertising can Communicate and Get Attention

There are techniques you can use in your ads to attract buyers' attention to your company and products, and bring them into your booth at the show. Use this checklist to determine which techniques the competitors use in their ads, which ones your company currently uses, and those that you might like to use in your ads.

	Techniques competition uses	Techniques we currently use	Techniques we might use
Humor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Testimonials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guarantees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Problem Solving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recommendations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reasons why	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Statistics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cartoons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Charts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contests/Sweepstakes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exaggeration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Benefits List	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Glamour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personalities/Characters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
800 Numbers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spokespersons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Picture of the product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Picture of the product in use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Picture of the product displayed in stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Display options available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Effects of not buying product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>