

10 RULES FOR CREATING GREAT ADS.

Legal marketers often face major challenges when producing ads for their firms. Advertising is about emotion, intuition and imagery. Unfortunately, attorneys think in logical, systematic, precise ways, like gears meshing inside a machine. They value process, order, and rationality. Advertising, emotionally driven as it is, often baffles them. When discussing advertising with lawyers, sharing these ten rules for creating great ads may help.

Remember, unlike a legal document,

NOBODY HAS TO READ AN AD.

Give people a reason to read it!

YOU HAVE
one second
...
TO GET YOUR POINT ACROSS

The essence of your message has to be **Ten Year-Old Simple**—if a ten year-old can understand it, it's probably simple enough.

You have to sell the product.

An ad that's clever or interesting but doesn't communicate a strategic message is a waste of time and money.

Pictures are worth a thousand words. Use really good ones.

words & images
have to work together *seamlessly*.



Do not *ever, ever, ever* in your legal ad use clichéd images like gavels, scales, or courthouses.



silliness
doesn't work

Waterskiing elephants, dogs in sweaters or lawyers dressed up as steampunk-style aviators just weaken your brand.

THERE IS NO SUCH THING AS **A NEW ADVERTISING IDEA.** DON'T BE AFRAID TO BORROW CONCEPTS OR APPROACHES YOU SEE IN OTHER INDUSTRIES, **IF THEY'RE GOOD.**

If the concept is strong, **swing for the fences.**

A really good idea can support a really creative execution.