

## 10 Principles Of Good Advertising

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Arm yourself with a notebook. You never know where and when you will find good ideas for future campaigns. Make sure you're in a position to make a note of it when inspiration does strike. Get into the habit of looking at as many ads as possible. ....you need to know what other advertisers are doing.

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10 Principles of good advertising In our first lecture, along with being introduced to the module, we were informed about Advertising basics. We were given 10 pointers that we should always follow in order to create a great campaign.

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The majority of the battle is developing an ad that does not get lost in the mass advertising clutter we are exposed to today and will be remembered by the audience in the long-term. The set of principles to follow for effective advertisements will help meet the objectives of your client.

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