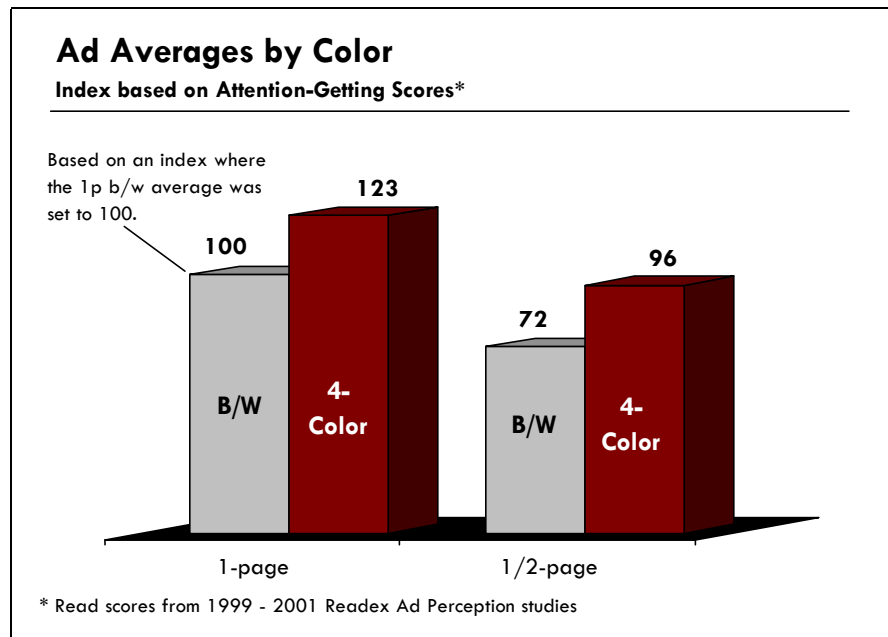


X Ad Effectiveness

Are 4-Color Ads more Attention-Getting than Black and White Ads?



An ad's first job is to attract the attention of the reader. Without this crucial step, an ad cannot go on to inform and communicate a message. Adding color to an ad can increase the chances that it will be Attention-Getting.

Four-color ads were found attention-getting by 23% more respondents than black-and-white ads. These findings support that 4-color ads will attract the attention of more readers than the black-and-white ads.

Adding color to an ad helps to capture the reader's attention and enhances the attractiveness of the ad. Color adds reality to an ad's illustration. For example, color showcases a product in its natural state so a reader can more readily relate with the product and its use. Color also provides the opportunity to spotlight specific product features, drawing attention to the elements the advertiser wants to highlight.

The data above is based on averages, and shows that the addition of color increases the chance that an ad will be attention-getting. Keep in mind that adding color simply for color's sake does not automatically ensure higher attention-getting ability. When color is used with sound creative judgement and execution, it can affect an ad's ability to gain attention and contribute to its effectiveness.

The trend of 4-color ads attracting more attention than black-and-white ads is seen in 1/2-page ads as well. In some publications, adding 4-color might provide an economical middle ground for an advertiser with a limited budget to attract more reader attention without increasing space.

If you have any questions or need further information regarding the use of readership data, please contact us.



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