



Washroom Advertising: *the top three mistakes made by advertisers*

Mistake Number 1: Short copy

Mistake number 2: One U.S.P.

Mistake number 3: Failing to divide and conquer

The top three mistakes commonly made when creating posters for washroom advertising derive from thinking about 'normal' poster advertising.

Think about the most important rules you have to keep in mind when designing a poster – a few seconds read time – only one selling point – crystal clear and instantly recognisable branding – no phone numbers – scattergun audience – minimal information. They are all based on one simple fact, most posters can only hope to get a quick glance at best.

Well, in the world of washroom posters the rules are reversed. Sitting on the toilet, or standing at the urinal, your audience are captive and will read your poster from top to bottom.

Mistake Number one: Short copy

You have them captive for a good few seconds or minutes. Use that opportunity to get your message across. In detail. And repeat your message. This is even better than a full page advert in a magazine – they can't just turn to the next page. You really have their attention. So don't make the mistake of using short copy. Keep them reading until they are finished and keep hammering home your selling points.

Mistake number two: One U.S.P.

With most advertising you have to concentrate on just one unique selling point. Start to give people too much information on your products or brands and you will lose them. These people have nowhere to go, you aren't going to lose them. Studies have shown that people exposed to washroom advertising can spontaneously recall four or more selling points. As well as website addresses and other calls to action.

Don't stick to the normal rules of one U.S.P., use your copy to really get your message over and to expand far more than normal.



Mistake number three: Failing to divide and conquer

Remember that you will be talking to exclusively male or female audiences in separate locations. Make the effort to create separate copy and design for these two audiences, or you are wasting a golden opportunity.

Think about selling a perfume. The motivations, aspirations and tastes of the male and female audiences are quite different, even if the perfume is the same. They will make their purchase decision based on different factors and stimuli. Don't make mistake number three and create your normal copy or try to save a few quid on production. Divide your campaign and take full advantage of completely gender specific audiences.

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