AIDA principle

	What is to be done?	How can it be done? (means)
ATTENTION		
INTEREST		
DESIRE		
ACTION		

AIDA principle

	What is to be done?	How can it be done? (means)
ATTENTION	- attract attention - draw the attention of the potential customer to the advertisement - special effects are needed	- big images - bright colours - bold print - beautiful/famous people - big sizes - cute animals or children
INTEREST	- compel interest - the interest of the reader shall be bound - the reader shall take a second look at the advert and stick to it	- raise questions/problems (the reader wants to know the answer/solution) - interesting stories - funny jokes - allusions
DESIRE	- create desire (make the reader want to buy the product) - the reader shall find rational and emotional reasons for wanting to buy the product	- rational reasons: give (factual) information about the product (advantages, price…) - emotional reasons: target group-related promises e.g. "the person who buys this product is successful"
ACTION	- promote action - the reader shall be encouraged to go to the shop and buy the product	- information about where you can get the product (address) - limited offers (in time and number) - the product is shown as directly available