

Best Practices for Valpak Ad Design!

Valpak has found that effective ad design can be condensed into a simple acronym: O.H.I.O. Each letter stands for an essential building block and each of these building blocks should support one another.



Side Two – Should include additional information to help motivate consumers to act. This information should be different from side one and include supporting offers, maps, unique services or qualifications and other business information that would help motivate them to call or visit your business.

- O Offer** ➤ Strong offers on primary products are what most motivates consumers to act. Offers should have wide consumer appeal.
- H Headline** ➤ Identifies your primary business offering and value to the consumer at a glance.
- I Illustration** ➤ Reinforces what consumers will experience or how they will benefit when they do business with you.
- O Other** ➤ Always make it easy for consumers to take immediate action. Include unique information that separates your business from the competition as well as business hours, address, phone number, web site address, a map, etc.

The ads in your envelope need not look identical

The four building blocks (Offer, Headline, Illustration and Other) connect to form a “visual bridge” that reinforces the ad’s value to consumers. Despite this consistent formula, the ad design need not be dull. Just as millions of unique buildings have been designed with concrete, windows, doors and trim, the Valpak ad elements can be combined numerous ways to deliver fresh and compelling ads.

Below are variations that meet O.H.I.O. standards. Remember, how you stack your Valpak envelope will also play a role in how the consumer views the ads. Varying design elements, color combinations and business categories can increase response to the content in the envelope as a whole.

- O** 1 or more offers
- H** Headline
- I** Illustration
- O** Other

