



CLIENT: Water Weed Cutter & Water Weed Rake
PROJECT: Flyer Review & Make-over

The client's flyer was uninspiring, boring and resembled an industrial instruction sheet. It failed to quickly convey a benefit to the consumer. No one wants a Water Weed Cutter. What they want is the benefit of what a water weed cutter will do. The flyer also suffered from a total lack of emotional appeal.

To change the feel ... we changed the appeal.

Instead of selling a weed-cutter or a weed rake, we chose to sell enjoyment of a weed-free beach. Our make-over speaks to how beach-owners will benefit from the product. We also employed a strong visual to help pay off the headline and further hammer home the benefits. And because this is the client's primary advertising vehicle, we strengthened the call to action.

Engage readers with a benefit statement—then you can interest them with the features of your product or service.

Would you like effective forms, flyers, ads and brochures? Call us for a free review: 517-589-0008.