



MEMORABLE ADS TECHNIQUES

2

YAKUP BAROUH M.A.



MAKE COMMUNICATION MEMORABLE

- Your first challenge is always to have the other person remember what you said.
- People remember just ten percent of what you tell them... you can't change this retention rate significantly, but you can influence *what* other people remember.
 - Evoke emotion
 - Use contrast
 - Spark mental images
 - Use the unusual
 - Be shocking and visual
 - Visually simplify
 - Exaggerate
 - Have them say it
 - Tell stories
 - Be relevant



HOW TO BE MEMORABLE

WHY COULD THIS BE MEMORABLE?



**WE HELP PEOPLE
TO GET THEIR
IDENTITY BACK.**

More than 20,000 people got their lives back.
We can do more. Help us, make your donation
to the community of San Patrignano.
www.sanpatignano.it


SanPatrignano.

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HOW TO BE MEMORABLE

WHY COULD THIS BE MEMORABLE?



This evokes emotion, which helps people remember.

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HOW TO BE MEMORABLE

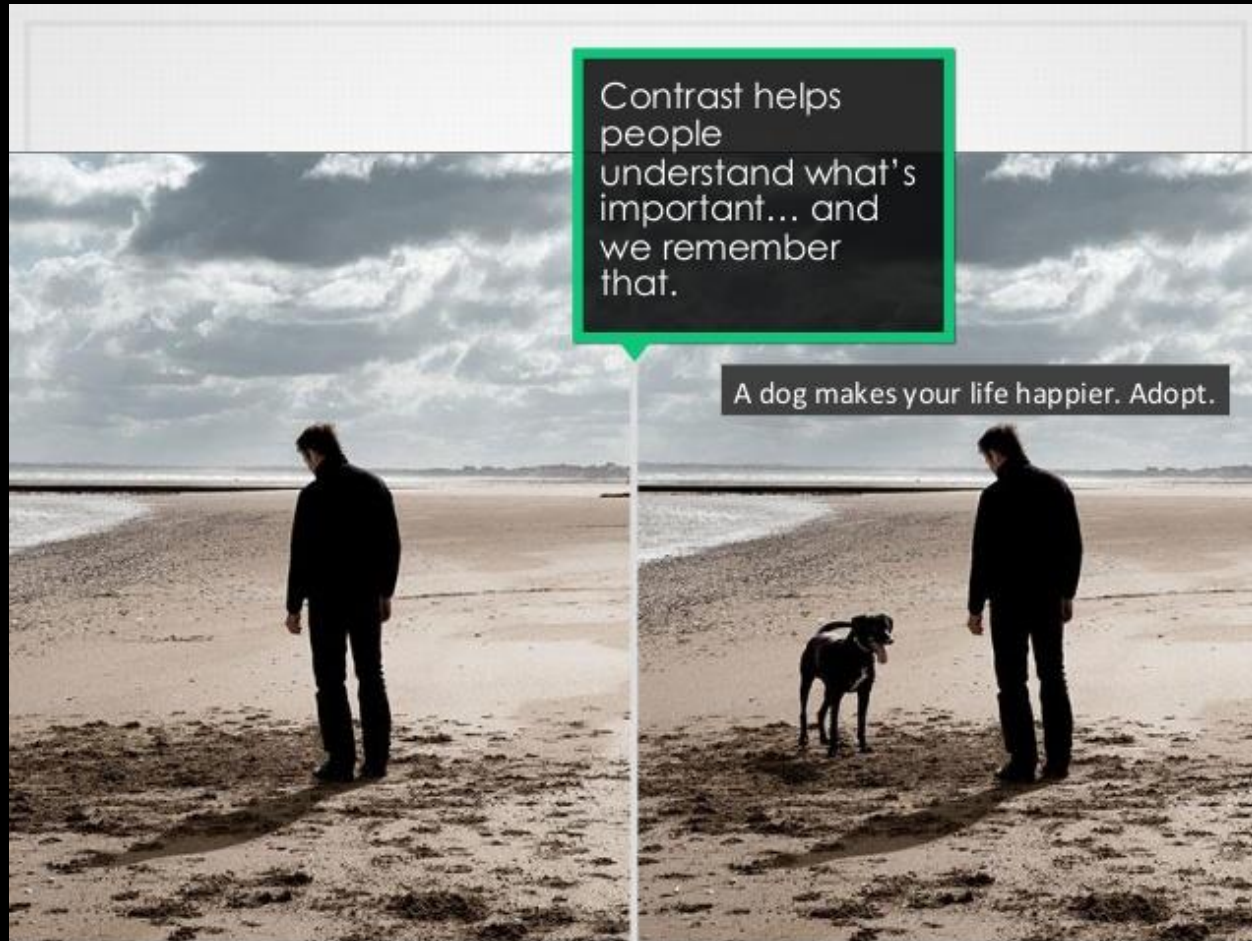
WHY COULD THIS BE MEMORABLE?



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HOW TO BE MEMORABLE



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HOW TO BE MEMORABLE

WHY COULD THIS BE
MEMORABLE?

BOXERS
OR
BRIEFS?

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HOW TO BE MEMORABLE

It builds a mental picture and your brain encodes it twice: as a verbal code and an image code.

BOXERS
OR
BRIEFS?



HOW TO BE MEMORABLE



WHY COULD
THIS BE
MEMORABLE?

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HOW TO BE MEMORABLE



The unusual
demands extra
attention.
Attention paves
the way to
memory.

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HOW TO BE MEMORABLE

WHY COULD THIS BE MEMORABLE?



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HOW TO BE MEMORABLE





HOW TO BE MEMORABLE

WHY COULD THIS BE MEMORABLE?



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HOW TO BE MEMORABLE

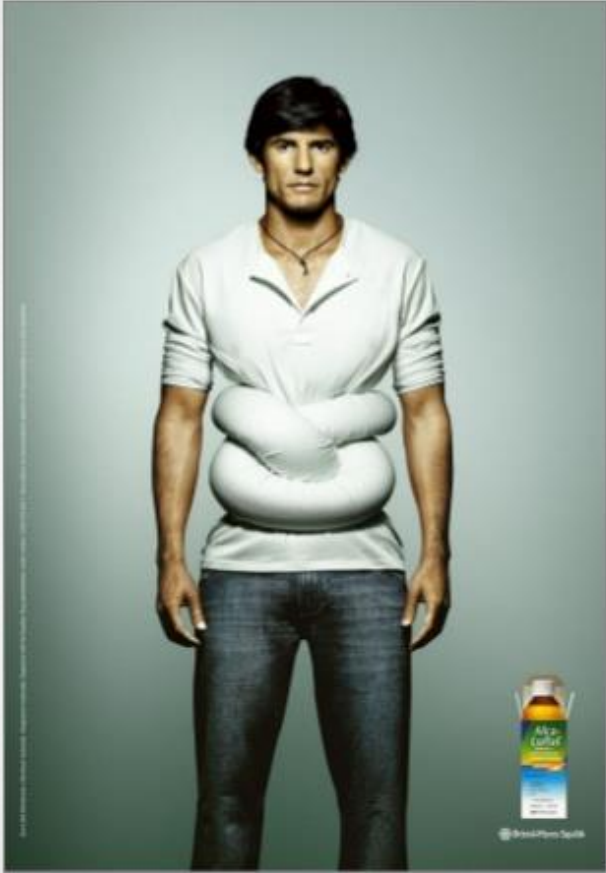
It visually
simplifies a
complex
concept.



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HOW TO BE MEMORABLE



WHY COULD
THIS BE
MEMORABLE?

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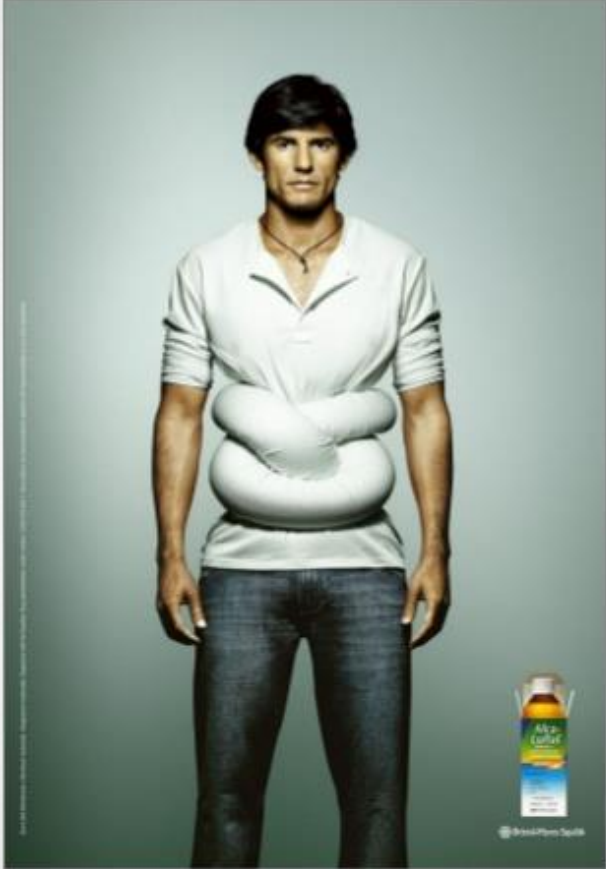


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HOW TO BE MEMORABLE



A man with dark hair and a white polo shirt stands against a light blue background. His belly is inflated into a large, white, rounded shape, resembling a Yakult container. He is wearing blue jeans. In the bottom right corner of the image, there is a small image of a Yakult container and the text "© 2010 Yakult Honjo Co., Ltd."

Exaggeration attracts extra attention.

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HOW TO BE MEMORABLE

WHY COULD THIS BE MEMORABLE?

cfoffee
tbale

Make Home Fun.



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HOW TO BE MEMORABLE

This forces you to say the answer. You remember more of what you say vs. what others say.

cfoffee
tbale

Make Home Fun.



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HOW TO BE MEMORABLE

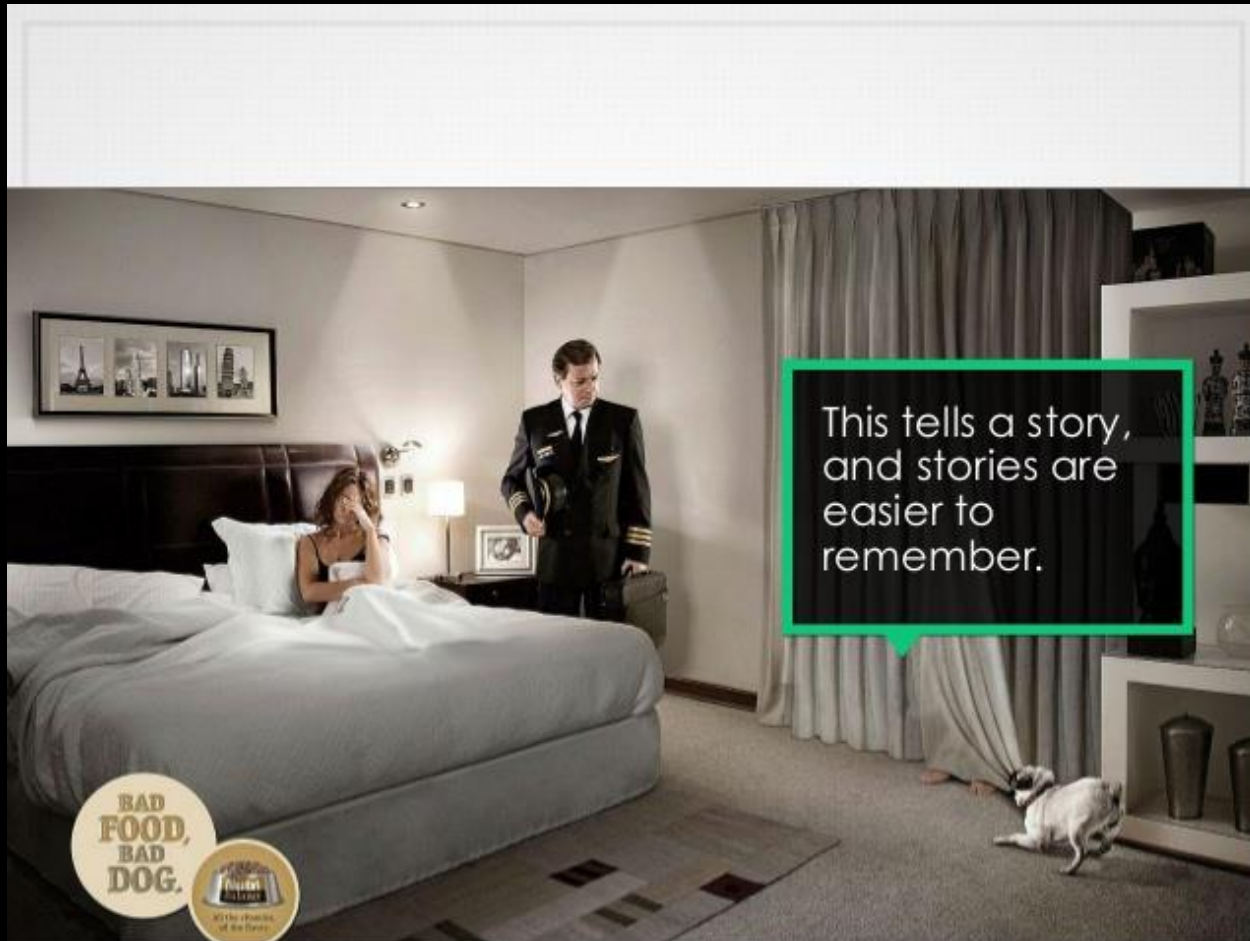
WHY COULD THIS BE MEMORABLE?



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HOW TO BE MEMORABLE



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HOW TO BE MEMORABLE

WHY COULD THIS BE MEMORABLE?



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HOW TO BE MEMORABLE



This brings relevance
into the real world.
People remember
information that is
relevant.