



Advertising Hints & Tips



Advertising

There is no doubt about it, advertising your W8 business in your local newspaper is a great way to tell your community you have arrived.

You should firstly find out the following:-

- Any local community magazines
- Local Newspapers
- Business Enterprise Bulletins
- Local Council Publications
- What's On Leaflets

Other great ways to advertise are:-

- On Local Buses
- Taxi Sponsorship
- Local football team kits
- Local Roundabouts sponsorships
- Banners
- Wheel Cover on a 4 x 4
- Your Car – Graphics Kit
- VW Beetle
- Back of GP Appointment Cards

Media Advertising

Lineage Adverts

Are inexpensive and you can run a block booking for 6 months and normally get a very good rate. It always keeps your name there. For example;

Fed up being overweight, call your local W8 Consultant on 0844 544 XXXX

Box Lineage

A few lines in a box, so it stand out a bit more. Again you will get a better price if you book a block booking

Credit Card Size

Logo will fit well into this with your contact details. Don't make the mistake of cramming loads of text into small ad's, people don't read them if they look boring and crammed up.

Display Adverts

You will need to find out from the media publications the size of your advert, height measurements are first and then length.

You then look through our various approved advert types, select, complete the information such as size, deadline dates, personalisation etc. and send over to our marketing teams.

We will complete your request and send the artwork back to you on your business e-mail address within 4 days.

You must reply to accept or make final amends.

This file will be a camera ready artwork file, correctly sized and all ready for you to send to your publication. You should store these files on your PC so that you can use them at a later date or for a future publication.

A lot of newspapers will re-size for you from an existing camera ready artwork file as part of their service, so do ask them.

Tips for getting the very best prices

Block bookings are always discounted

Late availability

If you have artwork ready to go, you will be amazed at what great deals you can get last minute, some full pages can go really cheap.

Contact your local newspapers and let them know your contact details for last minute deals.

Pre-Payment

If you offer to pre-pay this normally gets you a better rate.

Build relationships with the advertising teams at the newspapers – this works a treat. And they will always call you for last minute bookings.

Mistakes

If the newspaper makes a mistake on your advert, always let them know, they normally run again free of charge for you.

It is a well known fact that advertising works better when you run a block booking, The odd advert here and there is fine, but the best response comes from the SAME advert repeated over and over.

Our free support service to you

You can request from the approved list of adverts on this portal.

Each Advert must contain the following:-

- Your Business 0844
- Your Business E Mail
- Your Business Domain

Optional:-

- Personalised with your name if you wish
- Details of your meetings can be added either in a star burst circle or In the main body of the advert
- Your mobile number if required
- A testimonial can be added in brief if there is room

If the advert is squashed our marketing team will not approve and will let you know. A squashed advert effects the quality of our brand.

If you have a lot to say you will need to have a sensible size advert to take all the Information. Our marketing team can advise about this.

Your camera ready artwork will be sent to your business e-mail address, within 3-4 days, you will need to accept or amend. You can then forward over to your newspaper.

Please allow 3-4 days for the delivery of your completed artwork.

Remember to keep the artwork files on your PC, so you can use them again

Note:-

Some newspapers will re-size an existing advert for you free of charge.

If you require artwork for any other source of advertising, or you wish to completely re-design an advert, poster, noticeboard card this will need to be sent to alison@allaboutw8.co.uk for HQ approval first before submitting.

Please allow 4 days for a decision to be made.

If it is something that all consultants could benefit from and the Company make available to all, there will be no charge for artwork. If it is a re-design for just you, there will be a charge and this will be quoted to you from HQ.

ASA Guidelines (Advertising Standards Agency)

New strict regulations came into play late last year, no diet company can refer to how much weight loss can be achieved in a given period of time.

All About W8 are keen to keep within this guidelines. You will see other companies advertising weight loss in periods of time, please feel free to report them to your local trading standards as they are not allowed to.

However you are able to use client or your own testimonials and refer to weight loss, how much and how quickly it was lost, as long as it is a genuine testimonial. Before you use any of your clients stories you will need to get their signed permission first.

Testimonial advertising works the best!

We Partner in Advertising and Brand Awareness

All About W8 have the National Advertising Campaigns and brand awareness.

W8 Consultants are responsible for building the brand awareness on a local basis throughout their area

Joint Advertising

We encourage good working relations with your neighbouring W8 Consultant, this can be very effective.

- Share the advertising bills
- Larger coverage
- Editorial Features
- Holiday Cover

Remember:- All town's and cities all over the UK will have a W8 consultant, so you will have neighbours. Work together and increase the brand awareness in your combined regions