

# Creative Use of the Medium

## High Impact Executions #2

Make your advertising irresistible to your customers. Use tried and true high impact features like recipes, coupons, scent strips and samples. These creative elements add significant value to the advertising message.

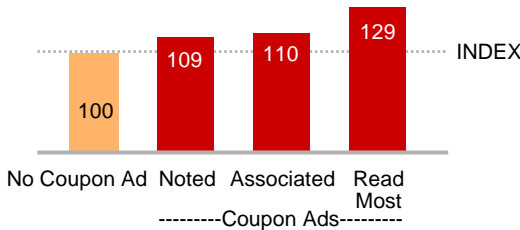
### Recipes

Add a recipe to your advertisement to grab attention and dramatically increase readership. Recipes are almost always of interest as consumers constantly look for new recipes for their families and for special entertaining.

Index – Recipe Ads



Index – Coupon Ads



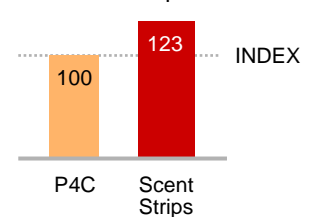
### Coupons

Cents-off coupons continue to deliver stopping power. It's great incentive to generate trial, encourage repurchase, blunt a competitive campaign or prove support to the retail trade. After all, everyone loves to save money.

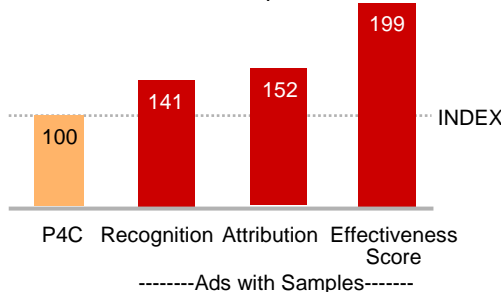
### Scent Strips make Sense

Scent strips are an impactful way to promote a new fragrance for many products: perfumes, personal care products, cleaning supplies and even food products. Use scent strips, scratch-and-sniff or peel-and-sniff technology to gain awareness of your special brand attribute.

Index of Recognition (Noted) Scores Scent Strips



Index – Samples



### Samples

Put a sample of your product in the hands of your target in an environment that attracts "high value" consumers (those with above average household income who can afford to buy advertised brands). Magazine sampling is a proven high impact technique, generating high purchase intent.

Source : Starch Research; Medialogue Stop/Watch

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When looking for ways to make your ads irresistible, contact Magazines Canada or visit [www.magazinescanada.ca](http://www.magazinescanada.ca) for examples of how magazines may be put to work for you.

### Recipes



### Coupons



### Scent Printing



### Product Samples

