A CAPTURING THE CONSUMER’S ATTENTION by using sound effects, color, graphics, visuals, and headlines.

I INTEREST – being able to answer the consumer’s question: “What’s in it for me?” Most ads can gain a consumer’s attention, but not sustain their interest because they tend to focus on the product’s features, not on consumer benefits.

D DESIRE - motivating consumers to acquire more information about the product by showing people enjoying their products

A ACTION - if the process is successful, then the consumer will want to purchase the product, so you need to provide them with the necessary information to make that purchase.

In other words, as they look at the ad, do they believe the ad captures the consumer’s attention, focus on consumer benefits, make the product desirable to the consumer, and give them the necessary information to buy the product?





