

# How To Analyse Your Advertising Problems

	Buying Action Required				
	Class	A	B	C	D
Chief Factors In Determining the Strongest Sales Appeal	Character of Product	Unfamiliar and without Ready Demand	Unfamiliar but Matching Unexpressed Demand	Familiar but Offered in an Unusual Way	Similar to Goods Prospect Regularly Buys in the Same Way
	Attitude of Prospect	Buyer thinks is Doing Well Enough without it	Will Realize the Need When Informed of the Product	Habitually Buys Similar Brand in Another Way	Now Does Equivalent Buying
	Task of Sales Campaign and Advertising	Must Make Buyer Feel Disadvantage	Must Teach Buyer What Product Is	Must Lead Buyer to Change This Habit	Must Emphasize Brand to Get
	Dominant Tone of Copy to Fill Task	Persuasive and Impelling	Analytical and Descriptive	"Reason Why"	Suggest or "Publicity"
Buying Motives to Appeal To	Money				
	Utility				
	Caution				
	Pride				
	Self-Indulgence				

Different Sales and advertising problems require different kinds of copy and emphasis on different selling points. This chart has show advertisers how to develop the essentials of any advertising problem and score unusual success.