

Necessary information

Today, in the Washington Post, I saw an ad for a ski resort. It is \$79 per night and seems reasonable (not that I ski, but if I did...). However, I don't know where this resort is located. Why? Because the ad either deliberately or by mistake omitted this crucial information. Maybe they want me to visit the website for more information (the URL address is included). Maybe they just think people know where they are located. In either case this is a no-no. Ads are meant to stimulate interest and action. There is the whole AIDA theory (attention, interest, desire, action). Although this ad caught my attention, I lost my interest when I got frustrated at not knowing where this place is located. Perhaps knowing this resort is located close by would pique my interest. Maybe not. But ads should never make their readers work too hard. In this case, I need to get to my computer with the ad in hand to find out a very crucial bit of information.