

## W04 – 4.2 Facebook Post

### Post:

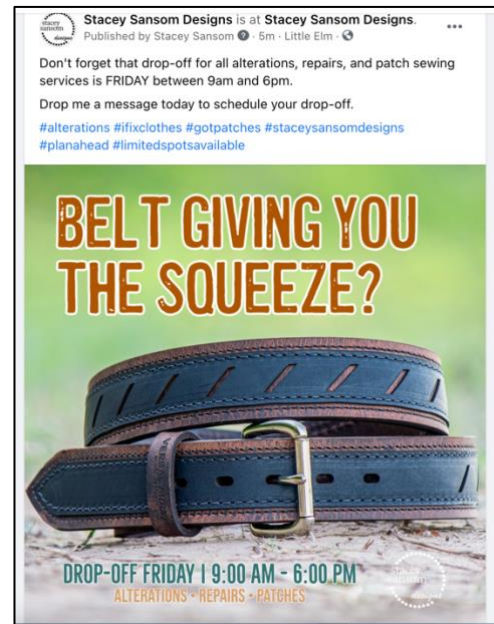
[https://www.facebook.com/staceysansomdesigns/  
posts/4517781338244434/](https://www.facebook.com/staceysansomdesigns/posts/4517781338244434/)

### Explanation:

This ad would grab my attention because it hits one of my pain points – the expanding waistline. I was lucky during the pandemic, I lost a little bit of weight, but I am still overweight and understand the pain of the waistline

bulge very well. The colors are comfortably coordinated with the season – fall harvests, Thanksgiving, etc. It feels warm and inviting. Many of us will be attending fall parties and having clothes that fit is important. I think it is something that we can all relate to after our pandemic induced sedentary lifestyles.

This ad would not grab the attention of some of my family and/or friends because they prefer the quick and easy route to waistline problems – retail therapy works for them, and they cannot be bothered to hunt out apparel alteration services. They would not want to burden me with their problem even though that is what I do for a day job. The main content of the ad is vague (intentionally so) – it can be construed as a weight loss scheme – thus, many won't click to find out more. I know one friend just won't click because she will be turned off by the weight loss vibe before she'd look to see more.



**Personal Experimentation and Research:**

Out of curiosity, I sent the screenshot of the ad to a few family members and friends (of varying waistline sizes) and demographics to see what they would say about the ad. These individuals may or may not be representative of the individuals in my target audience.

I asked the following questions:

1. Would this ad appeal to you?
2. Would this ad make you stop scrolling to look at it?
3. Why or why not?
4. Are you turned off immediately? (follow-up question to negative responses)

Here are the responses:

1. Judy (aunt) – *“Yeah it looks great!”*
2. Devon (friend) – *“It could if I was interested in weight loss. I am turned off because that’s a topic that doesn’t appeal to me.”* She was turned off immediately because she is not interested in weight loss after many years battling an eating disorder. She did think the ad was well designed and she liked the coloration.
3. Leanne (friend) – *“Hmmm.... So, the use of the belt doesn’t work to me.... since you don’t alter a belt.... I get that if the belt is tight than your clothes are probably tight, but it just doesn’t seem like the right use.... I would think like, covid pounds got your clothes needing a vacation? I am not a marketer so that’s the first thing that comes to mind. Aesthetically, its engaging with its color and image presentation, just the words, but if you change the words the pic has to be changed.... sorry, that’s a problem answer.”* She

was not turned off immediately, she would stop and look at it because it is appealing, but she thought the focus on the belt was strange.

4. Sister Peterson (friend) – *“Yes, it does appeal to me. I’m a big fan of the colors, actually, both choice and contrast. That’s what I saw first. It’s also an attractive belt style and not typical— at least not in my world. Again, I think the colors used are key here. Then, there’s the tagline ‘Belt giving you a squeeze?’ A loaded question like that, makes me wanna look and see what it’s referencing. If I had just seen something that said \*alterations\*, without the pizzazz, I would’ve kept on scrolling. This ad has personality, which also gives the vendor personality, and if I’m in the market for the service you’re offering, I’m more likely to take my business to you.”*
5. Catina (neighbor, not on social media) – *“Not me. I don’t like the color with the brown trim. I would if it was black.”* She was immediately turned off by the coloring of the belt and did not look any further.
6. Kathy (mom, not on social media) – *“Are you fixing the belt or suggesting weight loss? Might [look] because the belt looks like a rattlesnake.”* She was confused by the content; however, she did stop and look because it was not what she expected.
7. Katlynn (17-year-old niece responded for her mother, she is not on social media but was not included in the original count) – *“Yes because my belt squeezes me in the most uncomfortable way. I would stop to look because I want to know what you could offer me and my uncomfortable belt situation and want to have a solution.”*
8. Sandra (friend, not on social media at all) – *“It did make me blow it up to read it, but the quote does not make sense to me. It doesn’t make sense when you want to provide*

*service, but the statement sounds mean.*” She was not immediately turned off by the ad, but she also did not understand it and felt it was mean spirited.

9. Ann (older sister) – *“I would stop because it is an unusual start to an ad.”*

10. Linn (friend, not on social media) – *“Yes, the ad would make me pause.”*

Note: Not everyone has responded at the time of this submission, but I will update if they respond before the assignment due date.

### **Reflection:**

This is not a typical ad that I would create for my business although I must admit that I love the aesthetics of it. It is easy to look at. It is not outlandish or pushy. It is a beautiful and aesthetically appealing ad in my opinion. I wanted to see how it with the clean imagery and context vagueness would work out for “real people” who might not see it in the context of my business’s Facebook page; they may not know anything about Stacey Sansom Designs or what the business does. They could be people that are seeing it from a paid advertisement that randomly pops up in their newsfeed.

I have friends and family who are not on social media and not everyone who follows my page, so I sent the screenshot via text message to eleven individuals (four of whom are not on social media at all). I was surprised by the responses because many were more thorough than I expected. Some responses were exactly as I expected based on my knowledge of the individuals and ultimately, their personalities. Some were more focused on the content of the ad rather than if it “caught their eye” or even if it would make them “look for more information.”

This experiment demonstrates the importance of getting the target audience correct. Through developing personas and then targeting these personas appropriately, you do not suffer through audience members that don't get the content approach, can't get past their own biases, or do not understand that advertising is not all about closing a sale. In my line of business, awareness is very important as are regular reminders of drop-off times.

With targeted ads, one really can have the best of all worlds and can cater to different people.

Incidentally, I originally started the ad with a picture of an individual wearing a belt on a pair of pants, a typical bulging waistline. The question I might ask now is "would it have made a difference?" In at least two cases, it would have maybe slowed them down long enough to look at more than just the catchline of the ad. I have since enlarged the sub-text under the drop-off day and time and made it a touch darker and easier to read. Again, the question I might ask is "does it make a difference?" In at least two cases, I think that it would because they may not know what my business does and by making the text "alterations, repairs, and patches" easier to read would help put the ad in context. I have also made the business logo more visible through a color change. Once again, I would have to ask, "would anybody notice?" I think with this change, at least two people would notice because they may not be aware that I have a business name or logo but do know that I do alterations and being able to read the logo could give them insight into the context of the ad.

A more traditional ad for me might include the same catchline because it is a pain point hitter for many people but would also include a secondary statement on what the business can do for them. In this case it would be something like, “I can’t fix your belt, but I can expand your pants.” I think that this gives some clarity to the imagery and catchline. It might be a bit too snarky for some, but that isn’t the point.

I found it interesting that the youngest respondent (17) caught the point of the catchline, where the oldest (71) did not. Another find was that the individual with the highest level of education (known to me) was the fastest to be turned-off by the imagery of the ad. These observations further drive home how important personas are because I would not target my mother the same way that I would my target my niece. The same would be true for targeting the high school senior versus the individual with the master’s degree. There is a radical difference in their personalities, education, and circumstances.

This has been an eye opener for me. I do not do a lot of paid ads on Facebook (or other platforms), but this has helped me understand why running multiple ad types at the same time could increase return on investment. It also helped me understand how important personas are in creating an ad in the first place.