



MLP's Guide to Making a Great Counter Ad

- #1: Be creative! It is important to see examples to understand what a counter ad can be. However, don't just copy from the counter ads you have seen.
- Review your counter ad to ensure there are no sentence structure, spelling, punctuation, or grammar mistakes.
- Use two or more alteration methods. This could include changing an image, adding your own images, or changing the words in the original ad.
- Your counter ad should talk back to the original persuasion techniques and subtext included in the original ad.
- Photoshop and similar programs are great for creating counter ads. However, if you don't have access to these you can create a high quality counter ad. Do a neat and clean job of cutting and pasting onto the color copy of your original ad to change the words and images.
- Really consider who the target audience is for the original ad. This may help with your counter ad response.
- Reveal untold stories in your counter ad. Uncovering the "untold story" behind an ad should involve research about the company, product, and/or what is seen and stated in the ad.