

Headline Challenge

See if you can tell which of these 2 headlines got the advertisers the best response.

Answers at the bottom of pg 2.

Ad #1. Home Study Course

- 1a. "To every woman who would like a career in interior design."
- 1b. "Can you spot these 7 common decorating sins?"

Ad #2. Car Insurance

- 2a. "How to turn your careful driving into money."
- 2b. "Car insurance at lower rates if you are a careful driver."

Ad #3. Handbags

- 3a. "This is the ad we had to cancel 3 months ago ecause we sold them so fast."
- 3b. "All leather handbags for only \$28. The last time we ran this ad we sold out in 48 hours."

Ad #4. Recipe Cards

- 4a. "How to make a chocolate pudding in 6 minutes."
- 4b. "Tonight serve this ready mix pudding."

Ad #5: Life Insurance

- 5a. "What would happen to her if something happened to you?"
- 5b. "Retirement income plan."

Ad #6: The Bible

- 6a. "Announcing an important revision of the bible."
- 6b. "The most important bible news in 340 years."

Ad #7: Children's Raincoat

- 7a. "The old fashioned 'hook and eye' raincoat at an old fashioned price."
- 7b. "Can't lose this raincoat 'cause it has their name on it."

Ad #8: Hair Curling Product

- 8a. "Girls...want quick curls?"
- 8b. "Does he still say...'You're beautiful'?"

Headline No:	Your Answer	Correct Answer	% Difference
1			
2			
3			
4			
5			
6			
7			
8			

Headline No:	Your Answer	Correct Answer	% Difference
1		B	250
2		B	1200
3		A	300
4		B	66
5		B	500
6		B	74
7		B	1000
8		A	220