

# THE ANATOMY OF A GOOD FLYER



You won't get the job done without good design

Good design isn't about how something looks to the eye, it is more than that. It is about how the brain then processes the message. In most cases design has a job to do – a target to achieve. This is certainly the case for promotional flyers and leaflets, and the tried and tested elements are still the best for getting the job done.

## A.I.D.A

is the format used by designers the world over. By grouping the processes in an order that our brains respond to we are giving our flyer the best chance of achieving its intended result.

**ATTENTION**  
(AWARENESS)



**ATTENTION-GRABBING HEADING  
AND/OR IMAGE - CENTRAL -TOP**

**INTEREST**



**SECONDARY HEADING (TAG LINE)**

- **Benefits of using the product or service**
- **You can mention features, but they must each show an obvious benefit**
- **Listing is best**
- **Images can be used here but they need to carefully curated for purpose**

Any background imagery should compliment and not distract

**DESIRE**



**ACTION**



**The call to action should always be clear and singular**  
**[www.goheretofindoutmore.co.uk](http://www.goheretofindoutmore.co.uk)**

Usually a phone number will appear somewhere on the flyer prominently,  
**01733 123456**



The small print should always be at the bottom. This may include contact details if your call to action is something else

Logos are best at the top or bottom corners. If you have more than one, arrange at the bottom

