

**PERSUASION PRINCIPLES CHECKLIST for CREATING ADVERTISEMENTS:
INSTRUCTIONS**

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The following principles can aid creativity in designing an ad.

The checklist is a creativity tool, not an evaluation tool.

For clarifications about the principles and evidence, see [*Persuasive Advertising*](#).

Step 1: Please put a "1" in the column "Relevant" if the principle is relevant.

Step 2: Then put a "1" in the column "Applied" if the principle is actually applied. If a principle is neither relevant nor applied, leave it blank.

Step 3: Fill in Columns E (Did you list alternative approaches to using the principle?) and F (Did you test your application?) only when the principle is deemed as "Applied".

Step 4: Sub-summary of the application of the principles is at the bottom of each page. A complete summary of the application of all the principles is on page "All Principles".

Step 5: We suggest that you consider downloading the Checklist and keeping it handy for notes. Creative ideas often occur when one is doing other tasks.

*A red triangle is in the upper right corner of most cells. Sliding over this triangle reveals a further explanation of the cell contents.

* This Checklist is provided as a guide for creativity. It cannot be rushed. Do this when you are well rested. Use short work sessions and allow calendar time to reflect on the process. Develop alternative applications and work on them as you go through the ad. Search for ways to improve applications.

* Suggestions or comments please send to Rui Du: ruidu@gse.upenn.edu