



Creative Considerations

What makes effective front-door creative

On the Front

Short, benefit-oriented headline

Strong, clear offer or call-to-action



Simple, powerful visual

Minimal copy

Company or brand logo and name



Creative Considerations

What makes effective front-door creative

On the Back

Opportunity for additional marketing copy (brand message)

Complete contact information

Mandatory: Clear offer details



Optional: Perforated coupon

Mandatory: Legal