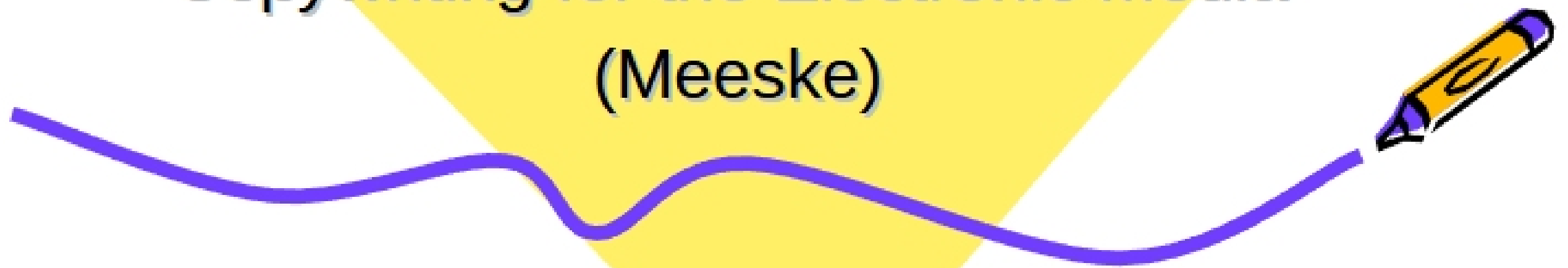


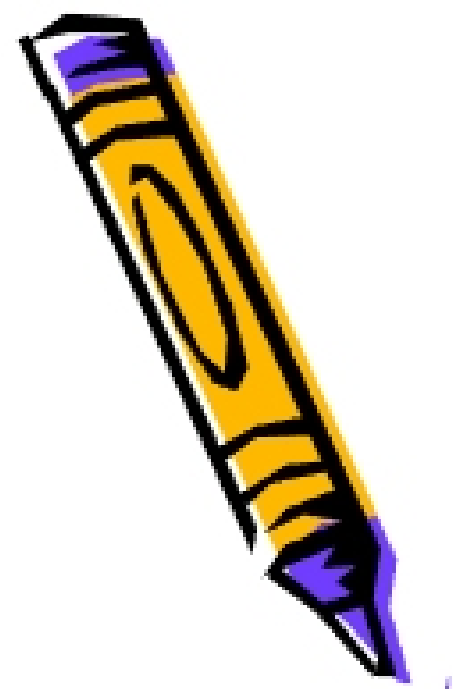
Organizing the Broadcast Commercial

Copywriting for the Electronic Media
(Meeske)



Organizing the Message

- C:



The AIDA Formula

- Attention:
- Interest:
- Desire:
- Action:
- AIDA Summary:

