

Autopsy of 3 top renewable energy advertising creatives

In an effort to encourage creativity, best practice, and results in renewable energy advertising, we have had a good look at the print ads published in recent copies of mainstream trade publications, and highlighted three good creatives that stand out of the pack of often too dull corporate advertisement artworks. Here is the podium.



Our winner is an ad by The Switch, a shining example of a great mix of creativity, sense of humour and straight to the point messaging. It's a creative that succeeds in giving personality to a corporation. We love the visual, which is perhaps the key element of any successful creative. Here The Switch has used a unique, custom-made, humorous picture of a chubby, techie, genius child, which brings a smile to your face and drags your attention to the copy. Besides animals, kids are one of the best ways to catch the viewers' eyes in advertisements. In this case, one could hardly do better, with a perfect artistic delivery in terms of lighting and composition, coupled with a great sense of humour and imagination. The headline functions nicely with the visual: "More capacity than you might think", and drives home through clever association The Switch's message of a technically exceptional company.

The body copy does not fail to explicitly address its audience of turbine manufacturers, while giving specific, memorable numbers about their company's performance. In summary, this advertisement has got it all!

In the same style, we liked the Goldwind's advert as well. Creativity is at the centre of this ad, the joke "is it possible we have made our turbines too reliable" definitely works well with the visual, which is also unique and original. The ad manages to hit the reader on an emotional level. The headline itself is placed on top of the ad, a nice feature given that a good, catchy headline is by and large paramount in attracting the readers interest. Part of the headline has also been put inside the visual in another colour, which directly associates Goldwind with creativity. We can never say it enough: the headline is your one shot at stopping the reader, because people seldom read the body copy. Finally the ad is elegant, well composed, not too busy and easy on the eye. It's a very nice piece of advertising; we wish we had thought of it ourselves...



Let's give a special mention for the ad run by Array Technologies. The creative has a decent visual, which has the benefit of showing the product in action; the reader sees exactly what it looks like. Showing the product in use can pay off, it does in this instance. The headline "Over-engineered by some of the most paranoid minds in the industry" is what works best, as it definitely arouses the reader's curiosity. Even if the headline is blind in this instance (it doesn't say what the product is and what it will do for you), it still strikes us as an island of originality in the ocean of banalities of solar advertising. The body copy pivots nicely from the headline, touting Array's capabilities and positioning their product at the high-end of the engineering spectrum. In summary, this creative gets a special mention for its attention-grabbing nature. Remember, you cannot bore people into buying your product, you can only interest them into buying it!



Remember this: if your advertising is not based on an original idea, it will pass like a ship in the night.

For those of you who want to go further, please read our whitepaper "[10 golden rules of print advertising](#)"

For more information on our advertising services, please contact Jonathan@Collings-monney.com