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Week Two
May 30, 2021

Ad Rewrite #2 – Commitment + Consistency
Windmill Island Gardens ad in Shoreline Magazine, 2021

The book *Influence: The Psychology of Persuasion* (Cialdini, 2007) teaches that it is human nature to want to appear consistent. People judge others in a more positive light when they act in predictable ways. It makes them seem level-headed, balanced, and trustworthy. Inconsistent people are seen as unstable and harder to trust. So, the natural human response is a strong desire to appear consistent in our actions. Advertisers can capitalize on the desire to appear consistent with commitment strategies. Commitment strategies are “intended to get us to take some action or make some statement that will trap us into later compliance through consistency pressures,” (67).

Public testimonials are an effective commitment strategy. “The aim is to get as many people as possible on record as liking the product” (80). When someone goes on public record saying something about a brand or product, they are stubbornly bound to the sentiment they wrote. The need to appear consistent is met when they stand by their statement. The more times a person writes the statement, the stronger their commitment to the cause.

Windmill Island Gardens has an ad in *Shoreline Magazine* 2021. The ad graciously invites families to experience all the wonder activities offered at the gardens. It features a colorful photography of the DeZwaan Windmill, bright-colored flowers, and a blue sky. The back

page ad has a soft sell appeal. There is not a strong call to action, nor a way to measure the results of the ad.

Windmill Island Gardens could apply a commitment strategy to the ad that would resolve the lack of a measurable call to action. The ad would become a tool for social media engagement that creates fans for life. Incorporating a Facebook contest that involves sharing a photo, public testimonial, tagging Windmill Island Gardens, a minimal prize, and multiple chances to enter would be an effective commitment strategy for this ad.

In the suggested ad rewrite, the reader is called to share their Windmill Island experience for a chance to win a \$10 gift card. The prize is small because commitment is stronger when commitment to the cause is greater than the desire for the reward. The prize is just a small nugget to motivate the action.

The next instruction is to have fun at Windmill Island Gardens. Who does not want to have fun? The visitor simply shares a photo and writes about something they loved at the gardens. The testimonials are public statements that are in favor of the tourist attractions. The more times they enter, the more chances to win. Contest entries create a personal commitment to Windmill Island Gardens in the spirit of consistency, and if entering more than once, grows even stronger. Tagging Windmill Island Gardens is beneficial for the advertiser's digital reach metrics. This self-serving purpose is disguised as a convincing way to track contest entries.

Additional recommendations to improve the results of the ad are to change the headline “experiences for the whole family” to “memories for the whole family.” The word memories is tied to stronger emotions than the word experiences. When it comes to family time, making memories is the heart of the goal when experiencing things together. The body of text would be

improved by using bullet points. Bullet points simplify the readability of the list of attractions at Windmill Island.

Original




Windmill Island
GARDENS

Experiences for the Whole Family!
Tour America's only authentic, working Dutch windmill
Enjoy the bold sounds of our Amsterdam street organ
Ride our antique Dutch carousel
See the splendor of beautiful annual and perennial gardens
Grab a Dutch treat from our gift shop or a bag of windmill flour

All this and more from mid-April through early October!

Windmill Island Gardens
616.355.1030 | 1 Lincoln Avenue, Holland, Michigan | www.windmillisland.org

2021 Shoreline (Back cover)

Rewrite




Windmill Island
GARDENS

MEMORIES FOR THE WHOLE FAMILY

- Tour America's only authentic, working Dutch windmill.
- Enjoy the bold sounds of our Amsterdam street organ.
- Ride our antique Dutch carousel.
- See the splendor of beautiful annual and perennial gardens.
- Grab a Dutch treat from our gift shop or a bag of windmill flour.

 **SHARE YOUR WINDMILL ISLAND EXPERIENCE**
for a chance to **WIN A \$10 GIFT CARD**

1. Have fun at Windmill Island Gardens
2. **FACEBOOK:** Share a photo of your visit and write about what you loved most. Tag **@WindmillIslandGardens**
3. When: April 17 - October 9
4. Enter once a day for more chances to win!

Facebook is not a sponsor of this contest.

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