

Note: names, photo, and details changed to protect client identity

Old Yellow Pages Ad

Headline is bland factual info like other ads

Main text not too bad but is bland and general like other ads, with unproven claims (except 30 years)

Redundant elements are wasting space

A bit too much white space

Photo a bit too grim and serious

General, Cosmetic & Implant Dentistry

Gentle, caring and efficient dentistry with the confidence of over 30 years' experience in successful treatments.

- Implants
- Crowns
- Bridges
- White Fillings
- Whitening
- Veneers

ACC Cases
a Special Interest.

New Patients
Welcome

Clive Jones
MDS (Otago)
Restorative Dentist



Galway Street Dental Centre

374 0045

307 Galway Street, Hamilton
Off-street parking via Francis Street

Visit our website for FAQ & tooth topics
www.clivejonesdentist.co.nz

Generally pleasant visually with colours being natural, professional, and relaxed

New Yellow Pages Ad

Have your teeth and your confidence restored with Clive Jones



- Comfortable low-pain treatment
- Great magazines but minimal waiting time
- Free parking with no hassles
- Handy to university and hospital

"Clive explains things clearly respecting my intelligence and 'ownership'..."

I seem to need less (and less work) on my teeth...

prices are less than I'd expect for his expertise."

- Rosalee Mckay

"After 20 years of avoidance, my husband couldn't believe how easy dental work was with Clive ..."

A quiet confidence grew from his pleasant relaxed manner...

things are so efficient that I hardly ever have to wait"

- Jenny Christianson

"He gets things spot-on first time, according to plan and estimated price" - Dr Simon Leary

30 years of proven quality with:

- Implants - Crowns - Bridges - White Fillings - Veneers - Whitening - etc

Call NOW to save your teeth
374 0045

Clive Jones MDS (Otago)

Galway St Dental Centre,
307 Galway St
Hamilton

Find answers to your tooth issues at
www.clivejonesdentist.co.nz

New ad builds on pleasant appearance of old ad, but softer rounded look to convey 'calm comfort', instead of 'sharp stress', plus reflects natural tooth shape.

Restorative dentistry is greatest strength and type of patients wanted

"Confidence" was strong theme when I interviewed patients

Photo with more smile

List of service features important to interviewees

Powerful testimonials from interviews to address common hopes, questions, and fears (indirectly without embarrassing readers), plus authority of a doctor

List of standard services put lower down (assumed by readers as per other ads)

Call to action with some urgency

Draws people who want to research before coming in - to be empowered with 'ownership' of teeth