

A boarding call for high flyers.

Melbourne Business School's Executive MBA is a high impact, immersive program for executives, specialist practitioners and managers looking to take the next step in their careers.

~~You'll be learning alongside peers in~~
the only Australian Executive MBA
ranked by the Financial Times. ~~So if~~
~~your goal is personal transformation,~~
visit mbs.edu [to find out more. *about*]

Make your
goals *bigger* happen
with an
Executive
MBA.



MELBOURNE
BUSINESS
SCHOOL

ORIGINAL

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Melbourne Business School's Executive MBA is a ~~high-impact~~¹ immersive program for executives, specialist ~~practitioners~~² and managers looking to take the next step in their ~~careers~~³. You'll be learning alongside peers in the only Australian Executive MBA ranked by the Financial Times. ~~So if your goal is personal transformation,~~⁴ visit mbs.edu to find out more.

Make your goals ~~happen~~⁵ with an Executive

NOTES

First off, let's identify parts of the ad that aren't very useful to the reader.

[1] Vague. Embellishment. [2] Simplify. [3] Adds nothing. [4] Is the goal personal transformation or taking the next step in their career? [5] A bit generic and not very transformative.

DECLUTTERED

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NOTES

Now (with some of the clutter removed) we can see the ad more clearly, and we see it's lacking a strong message. "Immersive" and "Next step in your career" are things you could find in an ad for any other MBA, including the average (and below average) ones.

Being the top ranked executive MBA in the country is the most clear point of difference for this program, so it would be worth focusing the ad more clearly on this point...

NEW AD 1

What's your reason for not going #1?

If you have big career goals then you'll need a very good reason for not applying to the #1 ranked Executive MBA program in the country. Don't settle on an excuse until you've seen the details for yourself at mbs.edu.

NOTES

We only have a few seconds to make our point. Asking the reader to consider a range of course features is too complex for this timeframe. Instead, here we try to convince them of something simpler - that if you have lofty goals it makes sense to look at the #1 school.

NEW AD 2

You may decide to aim lower...

But due diligence says you should take a couple of minutes to look at the #1 Executive MBA program in the country. You might decide against it (the only Executive MBA ranked by the Financial Times), but first get the facts at mbs.edu.

NOTES

Instead of trying to sell the course itself in the ad, we just need the reader to acknowledge that it's worth checking out. It's a smaller and easier sell for the ad, and a more suitable task for the 10 seconds of attention we've bought.