

Advertisement

Class 23

Department of English and Foreign Languages
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Objectives

- understand the importance of advertising
- understand the various modes of advertising
- can able to identify the nuances and niceties of professional advertising

Introduction

- ❑ effective way of promoting the products to the target audience (Customers)
- ❑ paid form of promotion
- ❑ tell the perspective customers who and where are you and what you can do for them

A good advertisement should

- Build the image of your business
- Explain the benefits of your business/ products
- Increase the awareness of the new product
- Clarify and confirm the service
- Generate interest from your target market - new audience - perspective customers
- Encourage customers to raise queries and provide input and feed back
- Increase the demand from customers

Essential Qualities of a Good Advertisement

- Wide range available - find the suitable or a combination
- Suitable target audience
- Most cost effective way to reach the maximum audience
- Selection of right environment for the product or service
- Employ striking images and creative captions to promote products and ideas

Kinds of Advertisements

- Capture the attention of the readers,
- Commercial advertisements - most familiar
- To promote sales - highlight the unique features - customers compare and buy
- Advertisement on Public interest:
- Issued by Govt and other organisations
- To create awareness and encourage debate on the social issue
- Smoking, drinking, use of drugs

Kinds of Advertisements

- News Papers: Full page and soon - classifieds, national, state, local papers
- Magazines: This type will reach easily - leisure time readers

more colourful, glossy and more expensive - for wider area circulation

Radio: Great way to reach: Sound has its limitations - difficult to remember - so repeat - regularly done to catch attention

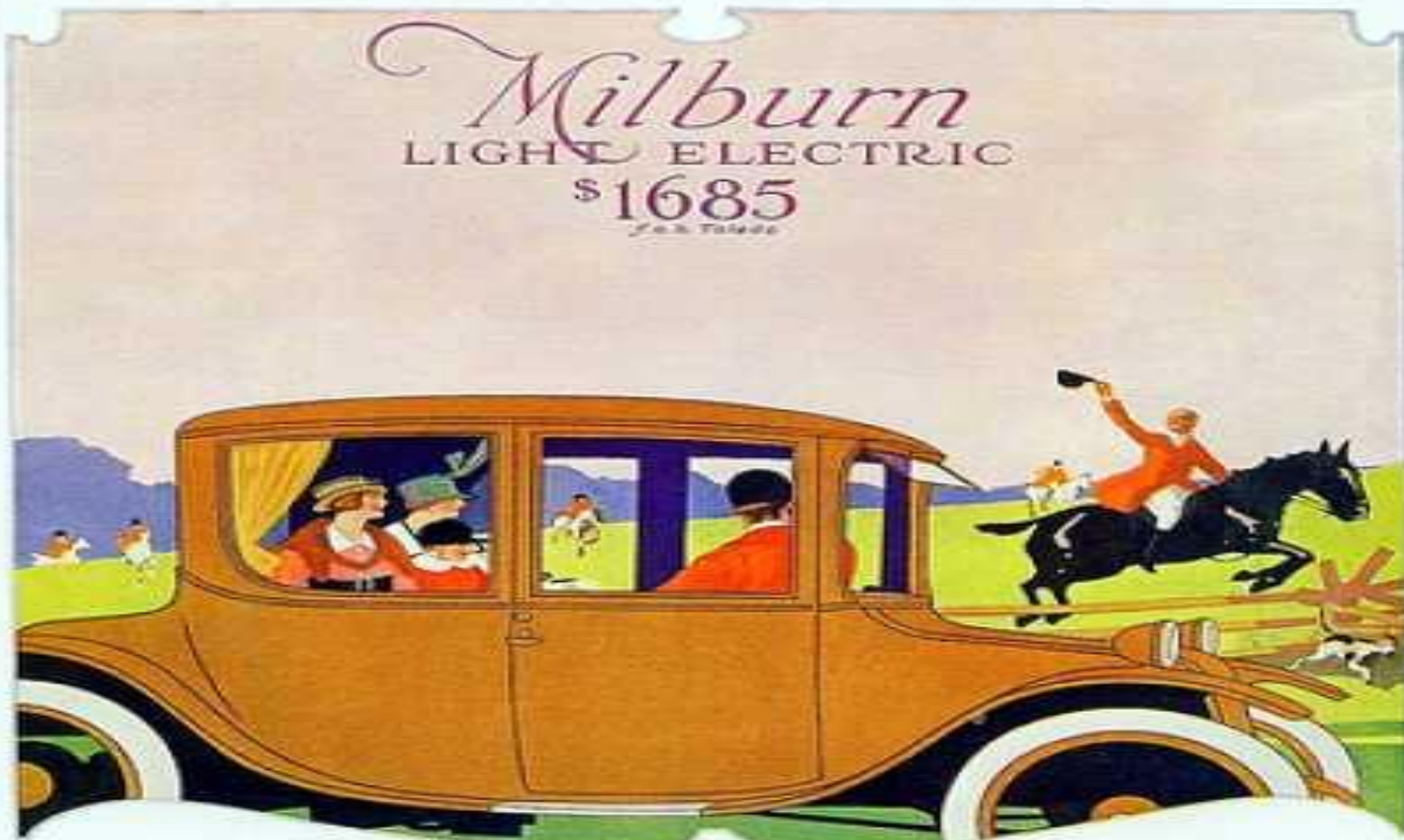
Kinds of Advertisements

- Television: most ideal- extensive reach - large market
- Advantage of sight - sound - movement and colour to persuade
- Demonstration possible to exhibit
- Most expensive - getting slots - selection of program - regional - national
- Hoardings, posters: Outdoor billboards, roadside hoardings - limited word - reading difficult in travel , stadiums, train stations, vehicles, cost more, prime locations, supersized bill boards.

Kinds of Advertisements

- Online: Internet - You tube - websites - blogs - search engines
- Cost effective - global audience- design of the website
- Mail - catalogues and leaflets - more personal - cost effective form
- Local area - electronically

Example



Light and Low

IT IS the only modern light, low hung electric. It has long sweeping lines and is strikingly beautiful by comparison with any other car of its type.

Dependability, durability and economy are of course at the bottom of the remarkable success of the Milburn Light Electric.

But its success is also due to the originality and distinctiveness of its design.

The modern seating arrangement which makes it

a roomier car than others as big or bigger, is also responsible for much of its popularity.

Then, too, it is by far the easiest riding car of its kind.

Let the Milburn dealer show you its many exclusive advantages. Write for our beautiful new catalogue.

Established 1908

THE MILBURN WAGON COMPANY
AUTOMOBILE DIVISION

Tolson, Ohio

The Milburn Traction Company, automobile division, operates
from manufacturing headquarters, 1000 N. W. 10th Ave.

The Milburn Company, which has been operating
since 1908, is a subsidiary of the Milburn Traction Company.

It might come as a surprise to us that electric cars were very popular during the early 1900s. The advertisement given here was published over a hundred years ago and promotes an electric car made by the Milburn Wagon Company.

- The centrepiece of the advertisement is an illustration of the car being driven by a family across the countryside. The image is very colourful and the use of vivid contrasts makes the picture visually arresting.
- The name of the car, Milburn Light Electric, is prominently featured in the advertisement. The viewer can appreciate its design and features. We can see that there is plenty of space inside the car for four people to sit comfortably. It also expresses the car's suitability as a family vehicle.
- In the 1900s, any kind of car, electric or otherwise, could be afforded only by those who were wealthy. The advertisement conveys the affluence of the people in the car through the richness of their dresses. The expressions visible on their faces convey happiness. Even the child wearing the cap seems to be having a good time. This gives us the idea that driving this car is a pleasurable activity.
- If we look at the background, we can see people on horseback admiring the car. Owning and riding horses for leisure was something that only the elite could do. We get the impression that the people on horseback belong to the same social background as the people in the car.
- One horseman is raising his hat in salute to the people in the car. Through the gesture, the horseman seems to be acknowledging that the car is as swift and as powerful as his horse. The advertisement thus creates a parallel between the horse and the car. The dress worn by the man in the car is almost identical to that of the horseman; thus strengthening the comparison between the two. The intention behind the image is to emphasise that riding the car is as prestigious and easy as riding one's horse across the countryside.
- The text given along with the image reinforces many of these ideas. The caption/header in cursive script exudes a sense of style and luxury. The caption 'Light and Low', apart from being alliterative, conveys a sense of speed and elegance. The salient features of the car are listed in keywords such as 'dependability', 'durability', 'economy' etc.
- The year of establishment of the manufacturing company is also given. This immediately establishes a certain amount of credibility, that the organisation has been in business for a long time and can therefore be trusted.

Exercise



Task 1

'Incredible India!' is an advertisement campaign launched by the Ministry of Tourism to promote India as a global tourist destination. The advertisement given below is part of the campaign. Study it and answer the following questions.

1. What is the main idea being promoted here?
2. What is the significance of the caption?
3. What stereotypes regarding India does the advertisement target?
4. Who do you think is the intended audience for this advertisement?
5. Will this advertisement appeal to a wildlife enthusiast?

Thank you