

7.5 Advertising Techniques

As we look at some of the techniques that advertisers use, think back to the ad that you identified as your favorite ad in The "All-Time Best Ever" Thought Experiment you completed at the beginning of this chapter. Which of these techniques are used in that ad? Why do you think these techniques work on you?

Transfer

We've already been exposed to the technique of transfer in the last section when we looked at how the positive feelings created by an ad are transferred to the brand in the ad. In **transfer** what occurs is that the feelings evoked by a symbol or word(s), music, event, or something desired by the target audience are transferred to the brand. The ad below is an example of transfer. The left half is an eggplant and the right half is a colored pencil the same color as the eggplant. The product being sold is colored pencils for artists. The feeling being transferred is "Wow!" and that translates to a great feeling about the product. So an artist seeing this ad would notice how true to life the color is and how rich the color is, making this product a must-have.



Notice how transfer can happen without the use of words, though often ads make use of words such as pleasure, fun, beauty, wealth, happiness, security, and success.

This ad uses both an image and words to create the feelings that the advertiser is trying to transfer to the brand.



Transfer Practice I: Answer the questions based on the Nike ad and see how well you understand transfer.

1. What does the image convey? And what feelings would be produced by it?

2. What words in the text stand out? Do they make you desire anything? If so, what?

3. Taken as a whole, what does the ad associate with the brand?

4. Do you think the ad is successful? Why or why not?



Transfer Practice II: Answer the questions about this ad that is for fabric softener sheets.



1. What images are used and what feelings might they generate?

2. What do the words in the ad, including the product name, convey? What feelings might they create in the consumer?

3. What feelings does the advertiser want associated with the brand?

4. How successful do you think the advertisement is in transferring positive feelings to the brand? Explain your answer.
