How do ad writers vary their messages for different audiences? How do they change a message to sell to adults? How do they change a message to sell to children? Use evidence from your reading and from your own experience.

Ad writers vary their messages depending on their audience in many ways. For example, they write different ads for adults and different ads for children. For adults, they might include more statistics, comparing how their company is doing much better and selling more than ever before.

They might also include complicated science, such as “hexagonal arrangements” of oxygen to create “magical” water. Sometimes, adults see these ads and tend to fall for it. As a result, adults (and even you) should always read ads with care. Does it cite credible sources?

Is it FDA approved? Does it try to sell something for a high price? Does it include only customers’ quotes? For kids, ad writers do not put such complex things. Instead, they might put funny animations, or show how many kids love the product. In this way, kids can fall for the product and ask their parents to buy it for them.

Ad writers might put songs for kids to attract children to the area. Therefore, when buying something for their kids, adults should also go through the same critical thinking process as they might do for themselves. Is it really worth it?

Does the product really do all that it says? Will my child enjoy and use it, or will it be a use and throw scenario? This is how ad writers often change their writings and ads depending on who their audience is, whether they are kids or adults.