

**Readers, Writers and Texts**

# ***Advertising***

**Fields of Enquiry:  
Science, technology and the  
Environment.**

**Central Concepts:  
Communication and Creativity**

## Ways in to advertising

[https://www.google.com/search?safe=strict&rlz=1C1GCEA\\_enGB863GB863&q=sexist+adverts&tbn=isch&source=univ&sa=X&ved=2ahUKEwidtau31-nkAhXBRBUIHfqaBWEQsAR6BAgGEAE&biw=1280&bih=913#imgsrc=rqYSAJtxReVjMM:](https://www.google.com/search?safe=strict&rlz=1C1GCEA_enGB863GB863&q=sexist+adverts&tbn=isch&source=univ&sa=X&ved=2ahUKEwidtau31-nkAhXBRBUIHfqaBWEQsAR6BAgGEAE&biw=1280&bih=913#imgsrc=rqYSAJtxReVjMM:)



# If your husband ever finds out

*you're not "store-testing" for fresher coffee...*

... if he discovers you're  
still taking chances  
on getting flat, stale coffee  
... how he will use you!

For today  
there's a new  
and certain way  
to test for freshness  
before you buy



Chase & Sanborn



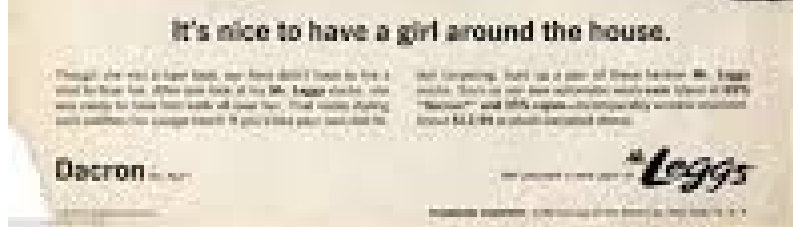
**SO THE  
HARDER  
A WIFE  
WORKS,  
THE CUTER  
SHE LOOKS!**

GOSH, HONEY, YOU SEEM TO THRIVE  
ON LOOKING, CLEANING AND DUSTING  
AND BE ALL TUCKERED OUT BY  
CLOSING TIME. WHAT'S  
THE ANSWER?

VITAMINS, SURELY!  
I ALWAYS GET MY  
VITAMINS

**Kellogg's  
PEP**

**Vitamins for pep! PEP for vitamins!\***



Though she was a hard knock, her love didn't turn out to be a good one for her. After one look at the **Mr. Rogers** check, she was ready to have him with all good things. That means staying with another few weeks here! If you're not sure, ask her.

that comparing, built up a pair of these factors. We began with the fact that we had experimentally measured effects of 25% "barnes" and 50% *agave*-to-*agave* on the same amount of food. It was found that the effects were similar to those.

Leggs

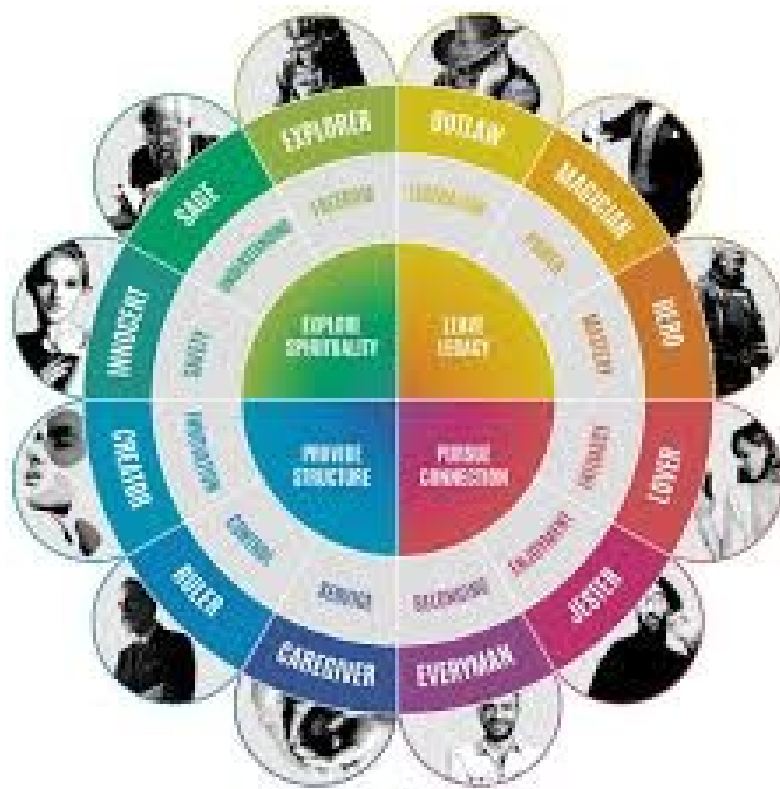
© 2000 Blackwell Science Ltd *Journal of Internal Medicine* 247: 399–406

When we consider advertising we must consider **audience** and **purpose**. Ask students to look at sexist adverts and consider how they sell the product being advertised.

Why do the adverts shock now? Are they so different from advertising campaigns being run today?

Consider: Font, narrative, image, logo, slogan, colour, punctuation, symbols

**Task:** Select your own advertisement, sexist or otherwise. Present it to the class. Look at all the features in it and explain how it functions in terms of delivering it's message. Evaluate it in terms of how successful you perceive it to be.



Consider the archetypes of advertising and where you consider your advert to sit on this wheel. Why do you think they want the product to be aligned with this archetype?

**Remember to reflect in your learner portfolio!**

## **ADVERTISING: THE SHOCK FACTOR**

The United colours of Benetton famously ran advertising campaigns which made powerful political statements. Designed to be inflammatory and headline grabbing, there was frequently no sign of the products which they were supposed to advertise.

What do you think of these ads?

Attention seeking?

Thought provoking?

Clever?

How are they designed to work?

Is it exploitation?







<https://www.theguardian.com/fashion/gallery/2011/nov/17/benettons-most-controversial-adverts>

## **ADVERTISING: A WINNING BUSINESS**

<https://vimeo.com/123757690>

**Mad Men "It's Toasted"**

### **Task: Advertising Pitch.**

Think of a company synonymous with technology and or the environment. Imagine you are an account manager at an advertising agency and you have been asked to pitch and advertising strategy to the company in order to win that account.

Come up with your advertising concept including: Logo, Slogan, advert style. Tell us why you should get the business and why your idea will sell that product.

### **Remember to reflect in your learner portfolio!**

Now read the Chesterfield Advertisement and the exemplar commentary on the advert. Why is this commentary good?

Look at the marking criteria. Spend some time assessing it and tell me how you would mark this piece. Annotate as you read it.



Show trailer of 1984 movie

[https://www.youtube.com/watch?v=urrgW4\\_3IBg](https://www.youtube.com/watch?v=urrgW4_3IBg)

Open with 1984 Apple ad – the launch of Apple Mac computers. Irony that Apple now controls everything

<https://www.youtube.com/watch?v=2zfqw8nhUwA>

Then show mashup of it, used by Obama campaign, in interval of Superbowl, hugely influential on Democratic rejection of Hilary Clinton as Democratic candidate.

<http://www.youtube.com/watch?v=cWvHbOoG3tI>

nb manipulation of symbol to show Obama, not Apple at end.  
Has inspired other copies – 2011 Motorola

<https://www.youtube.com/watch?v=FgOX9mb7V4o>

Interesting commentary.

Evolution of the brand - might be useful

<https://www.thedrum.com/news/2019/03/26/10-apple-ads-show-how-the-brand-has-evolved>

<https://medium.com/the-mission/40-lessons-from-40-years-of-apple-ads-7a653e2738ab>

You may need to be signed into Medium for this one! It works well as Apple history as an intro.

The “lost” video of 1984 launch <https://www.youtube.com/watch?v=2B-XwPjn9YY>

TBWA\Chiat\Day - agency in NY and LA

<https://www.adweek.com/agencies/apples-ad-agency-names-new-creative-leaders-on-iphone-and-apple-services/>

(Contemporary Apple video showing computers in odd situations)

. <https://www.mactrast.com/2018/04/best-apple-commercials-of-all-time/>

I love the Dinosaurs one!

2006 “Get a Mac!”

<https://www.thedrum.com/news/2016/03/31/2006-apple-s-iconic-get-mac-campaign-spans-four-years-and-66-ads>

1984 one

<https://www.adweek.com/creativity/12-campaigns-that-show-how-tbwa-sparked-conversations-worldwide-in-2018/>

Think different! :

<https://www.youtube.com/watch?v=cFEarBzelBs>

Homepod film

<https://www.thedrum.com/news/2019/03/26/10-apple-ads-show-how-the-brand-has-evolved>

<https://www.forbes.com/sites/onmarketing/2011/12/14/the-real-story-behind-apples-think-different-campaign/#470c08e062ab>

(Definitely created by LA office of TWBA ! )

Look at the best campaigns of all time!

<https://www.theatlantic.com/magazine/archive/2015/03/the-big-question/384984/>

Top ten Apple ads 12 mins:

<https://www.youtube.com/watch?v=ilarNBQHevA>

<http://www.macfinest.com/best-apple-print-ads/>

Quite interesting commentary on Apple ads

<https://sites.psu.edu/drobitleap/2014/07/23/case-study-mac-vs-pc-advertisement-campaign/>

<https://www.fastcompany.com/3026521/apples-famous-ads-created-an-im-a-mac-effect>

## **This is the body of work:**

<http://www.macmothership.com/gallery/gallery3.html>

### **Task 1: Starting to think about Macintosh advertising.**

In 1984 Macintosh took out all of the 39 pages of advertising in the publication *Newsweek*. What is *Newsweek* Magazine. Why would they have chosen this publication?

On page 2 of this 39 page advertisement the text on the screen refers to '1 person 1 vote'. To whom or what does this refer? Research! Why do they make this reference?

Look at page 3 and consider the mingling of features in an advertisement led issue.

Spend some time reading through and studying these pages and work out the links between individual pages.

Do the advertisements stand up on their own or do they have to be considered as a whole?

In your opinion which is the most effective advertisement or selection of ads in this body of work?



Task: Paper 1 guided textual analysis.

A man with blonde hair, shirtless and wearing a loincloth, stands in a lush jungle. He is holding a large, beige Apple II computer. A large snake is coiled around a tree trunk behind him. The scene is filled with various tropical plants and flowers.

## We're looking for the most original use of an Apple since Adam.

What in the name of Adam do people do with Apple Computers?  
You tell us.

In a thousand words or less.

If your story is original and intriguing enough, you could win a one-week all-expense paid trip for two to Hawaii. Which is the closest we could come to paradise.

**Win fabulous prizes for creative writing.**

To enter, drop by your nearest Apple dealer and pick up an entry blank. Fill it out. Then write an article, in 1000 words or less, describing the unusual or interesting use you've found for your Apple.

A jury of independent judges will cast the deciding vote for the grand prize: a week for two, airfare included, in Hawaii.

The judges will also choose 16 additional winners, two each from eight categories:

graphics/music, entertainment, home, business, education, scientific, professional, and industrial. And each winner will choose from a long list of longed-after Apple peripherals—from Apple Disk II's to Graphics Tablets to printers. Or you can take a \$250 credit towards the purchase of any Apple product.

The contest ends March 31, 1980. All winners will be notified by May 15.

Entry forms are available at your participating Apple dealer. Call 800-538-9696, (800-662-9238 in California), for the one nearest you.

Mail the entry blank, your article and any photos to: Apple Computer, "What in the name of Adam" contest, 10260 Bandley Drive, Cupertino, CA 95014.

And may the juiciest application win.

Reader Service Number 8

The Apple Computer logo, featuring a rainbow-colored apple with a bite taken out of it. The words "apple computer" are written in a stylized font above the apple.

How are formal features such as layout, fonts, visuals and copy used to create an effect in these advertisements?