

ADVERTISING

Trust Me, I'm an advert

Aims of the unit

1. To introduce concepts and techniques in advertising.
2. Analyse ads in print and non-print media.
3. Produce an ad.



Advertising = Drawing attention to.

If you have something you want to sell and you want to draw attention to it, you advertise it.

There are many different types of advertising:

1. Press
2. Radio
3. TV
4. Cinema
5. Outdoor
6. Internet



Persuasive Advertising Techniques

Adverts can be examined for the following elements:

1. Persuasive Tools
2. Signs
3. Persuasive devices



Persuasive tools

HUMOUR

Aspects of humour such as ambiguity and punning add layers of meaning = makes the add more memorable

For Example:

- Tango

<https://www.youtube.com/watch?v=NhOeG-uTJxw>

- Pepsi – Max

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

Repetition

Slogans, Images and brand names can be repeated and will give greater credibility to a campaign. Slogans remain in the memory long after the campaign has finished

- Snap! Crackle! Pop!
- Finger Lickin' Good
- Because I'm Worth it
- Vorsprung Durch Technik



L'ORÉAL
PARIS

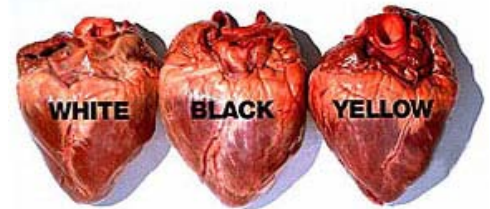


Persuasive Devices

SHOCK TACTICS!

Grab the attention of the consumer AND the media therefore increasing the effectiveness of the campaign.

i.e. Benetton's Toscani photo campaign.



UNITED COLORS OF BENETTON.



Other companies have followed suit



One of the most basic human urges and one of the most effective persuasive tools. We see images of sexy men and women all around us, our psyches are saturated with them.



Stereotypes: These are useful in ads as they carry certain messages that add immediate meaning

Intertextual References: Using other texts to create or add immediate meaning to an advertisement.

Music: Can be used as an attention grabber, as a narrative short hand and as an emotive device.

Elite Persons: Famous people are used to endorse products.



SIGNS

Looking closely at the text it is possible to get at signifiers and decode the more subtle meaning from the advert.

Position Signs:

Position of the camera always gives the audience a particular POV which could be meaningful.

Treatment Signs:

The type, angle, strength of lighting, overall colour, focus, composition and framing all effect meaning.

Content Signs:

People, Objects, Clothes, Sounds etc.

Persuasive Devices

Analysis moves back to the distance

Reward and punishment



•Buy one get one free!

•Stay Young Looking

=Physical Reward



Psychological Rewards

More frequently offered than physical rewards.

- Food with added vitamins = good parent / owner.
- Cleaner that kills all germs.
- Washing powder that leaves clothes soft.
- Nappies that will keep baby dry and comfortable.
- Etc, etc...



Needs, fears and aspirations

Advertisers play on the need to be safe:

- Part of a group.
- Part of a relationship.
- Accepted.
- Secure in old age.
- Etc, etc...

Trying to persuade consumers that they can buy a better life.

Value Messages

LOVE HURTS!



This is true (sometimes) so by using this message the advertisers are trying to get the consumer to believe that there ad must also be true!

REMEMBER:

- Adverts are there for a reason, try not to take them at face value.
- It is an advertiser's job to try and manipulate the consumer.