

Indirect ad

DJ uses his influence to make people take note of the restaurant.

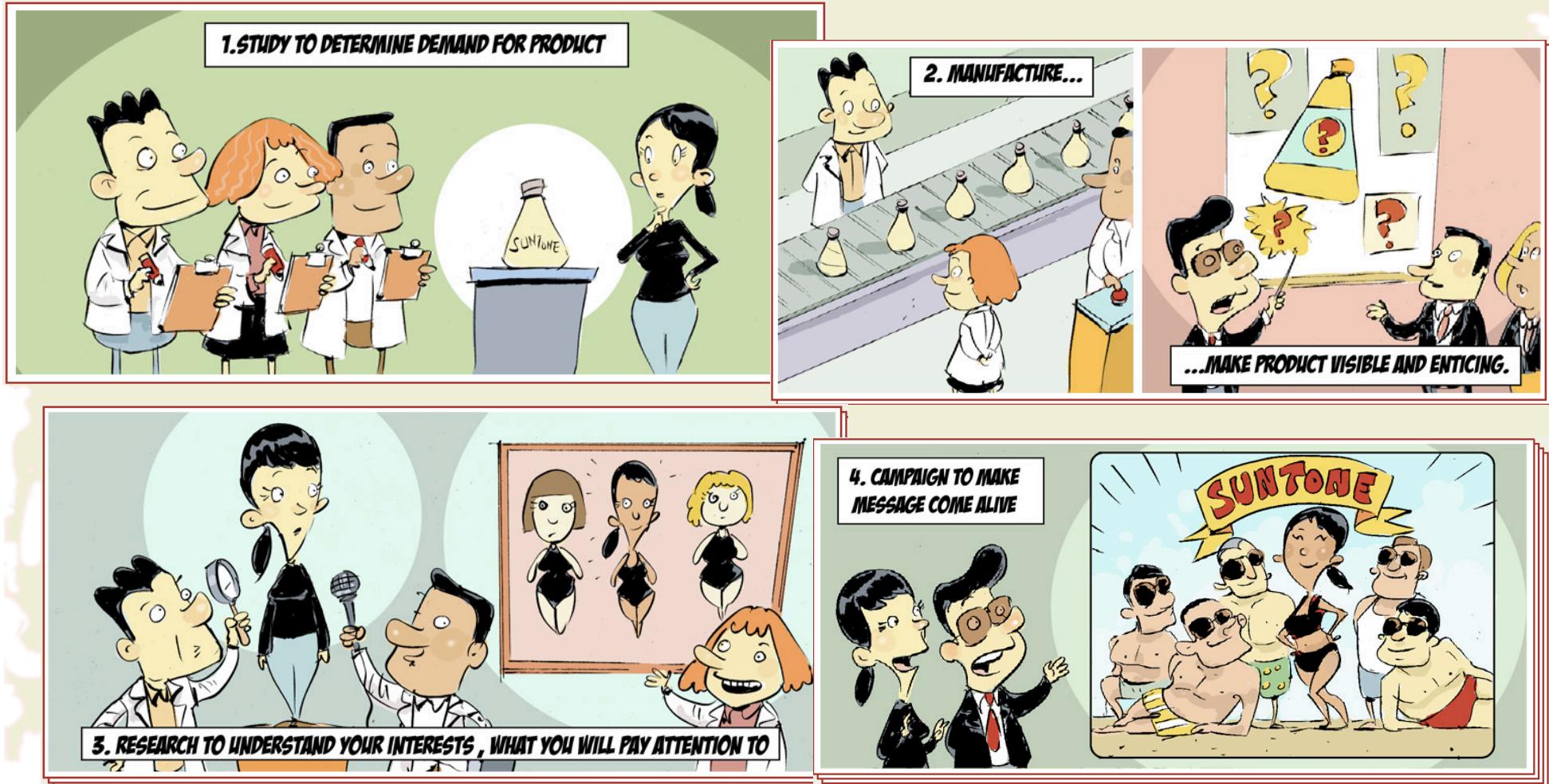


Direct ad

Banner ad is designed to get people to eat at the restaurant.

The goal of both these ads is to influence your thinking. One gives personal recommendations; the other uses word-play.

There are many layers of activity and effort behind a poster that draws your attention.



Media messages use many tricks to grab your attention. Here are some of them.

Use of a pretty girl or sexual intonations

Use of flowery words

Use of 'green' colour for 'natural'

Use of 'perfect' imagery

