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Exploring the Information Landscape: Recognizing Common Advertising Tactics

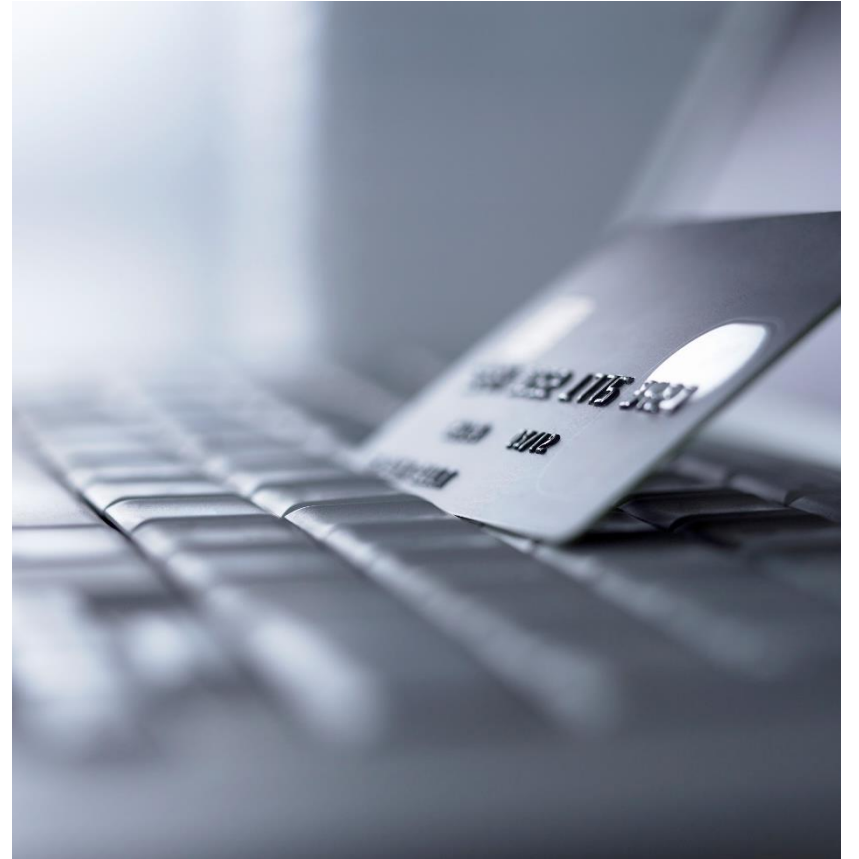
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What we're covering today

- Identifying the target market and target audience
- Common advertising techniques
- Tips for becoming a savvy consumer

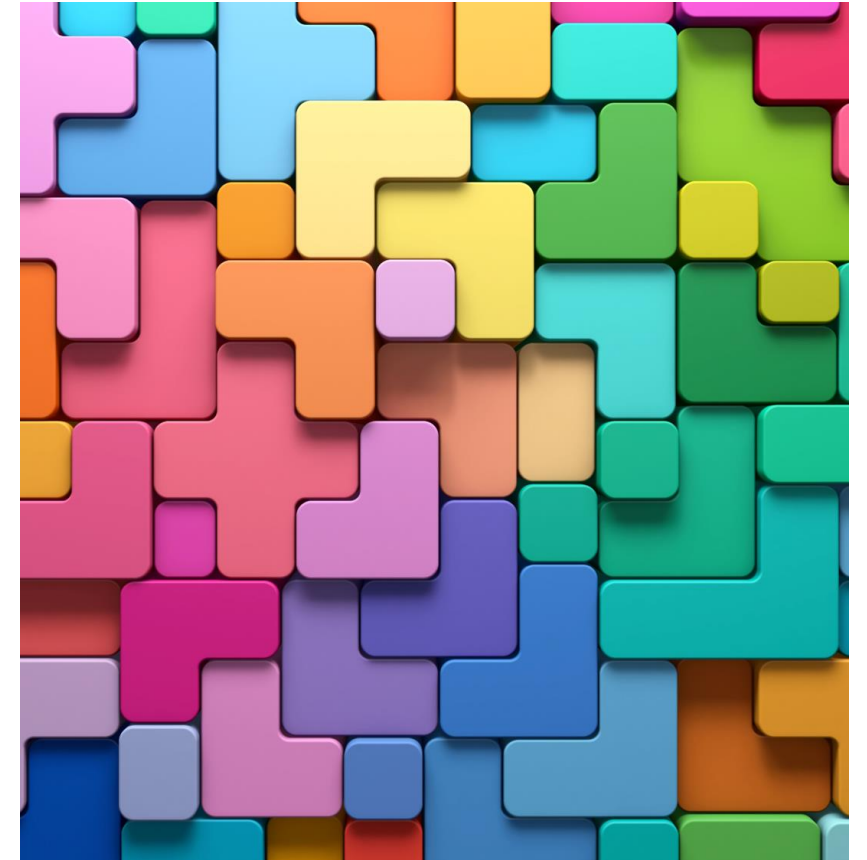
Identifying the target market and target audience (1)

- **Target market:** “A particular audience or segment that have been identified as likely customers of a product or service” (Doyle, 2016c)
 - Example: College students
- **Target audience:** “A group who have been identified as potential receivers of information or messages about a product, service, or idea” (Doyle, 2016b)
 - Example: College students and their parents



Identifying the target market and target audience (2)

- Market segmentation: “...the division of a totally heterogeneous market into groups or sectors with relatively homogeneous needs and wants” (Doyle, 2016a)
- Types of segmentation (Doyle, 2016a)
 - Geographic
 - Demographic
 - Brand loyalty
 - Usage level
 - Product
 - Benefit
 - Lifestyle
 - Market niche
 - Psychographic



Activity 1



- Pretend you are creating a video advertisement for a favorite product or service
 - What is the product or service?
 - Who is your target market (the likely customers)?
 - Who is your target audience (the likely receivers of information)?
 - What type of segmentation would you use? Why?
 - What do you need to learn about your target market and target audience to create a successful advertisement?
- URL: <https://tinyurl.com/ETIL-1-Fall2023>



Identifying the target market and target audience (3)

- What are some ways that advertisers might learn about a target market and audience?
 - Market research
 - Freely available data and statistics
 - [Census Bureau profiles](#)
 - [Bureau of Labor Statistics](#)
 - [Consumer Expenditure Survey](#)
 - [American Time Use Survey](#)

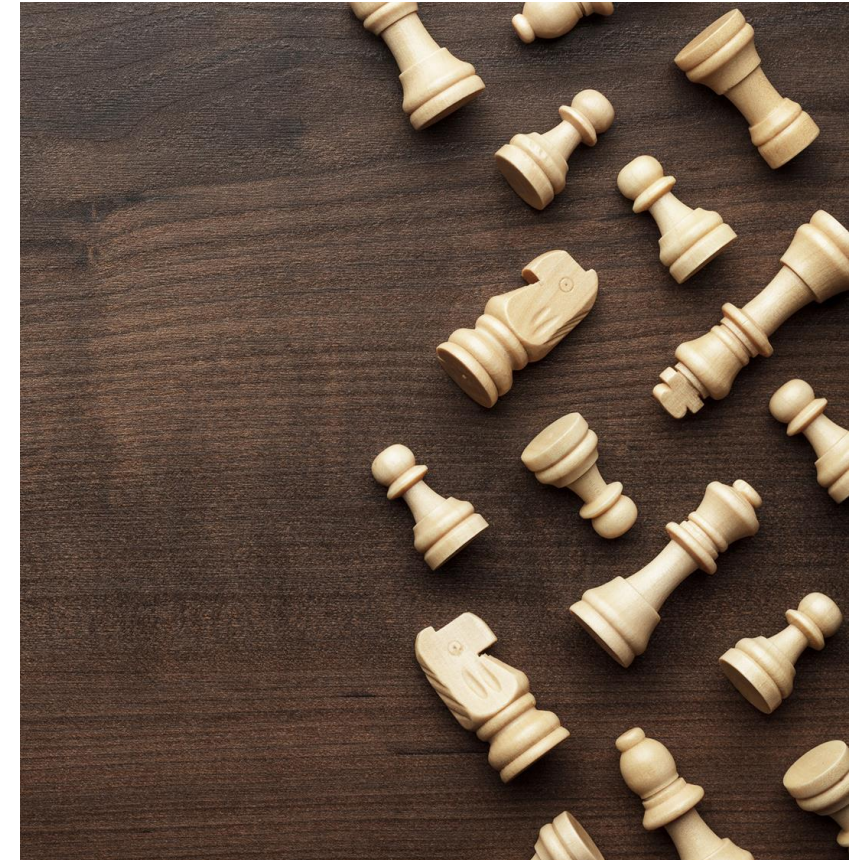


Common advertising tactics (1)

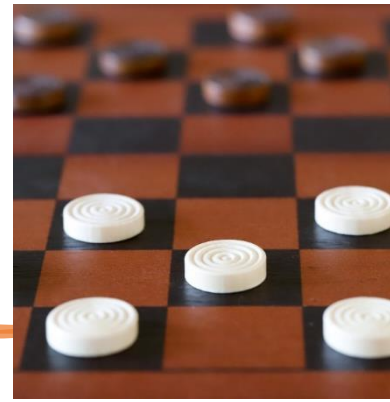
- What tactics have you noticed in recent advertisements?
- Where did you see these advertisements?

Common advertising tactics (2) (FTC, 2013)

- Association
- Call to action
- Claim
- Emotional appeals (Indeed Editorial Team, 2022)
- Games/activities
- Humor
- Hype
- Must-have
- Fear
- Prizes, gifts, sweepstakes
- Repetition
- Sales and price
- Sense appeal
- Special ingredients
- Testimonials / endorsements



Activity 2

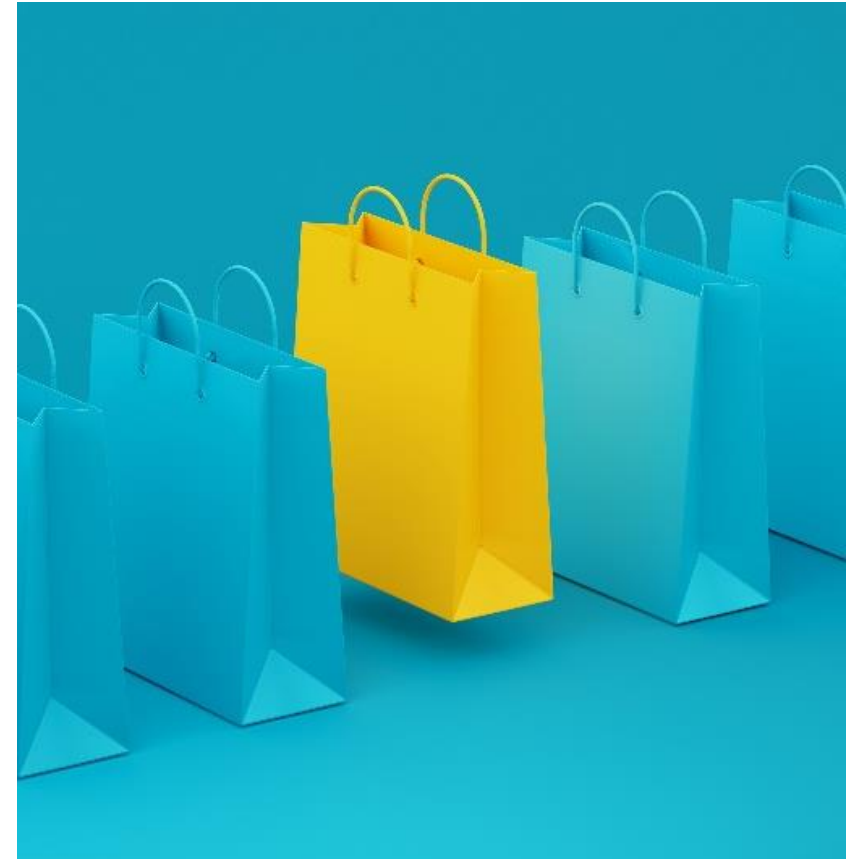


- Look back at the product/service, target market, target audience, and type of segment identified in Activity 1
- What common advertising tactic(s) would you employ in your video advertisement? Why?
- URL: <https://tinyurl.com/ETIL-2-Fall2023>



Tips for becoming a savvy consumer

- Ask yourself:
 - Who is responsible for the advertisement?
 - Who is the advertisement for?
 - What does the advertisement want you to do?
 - What tactic(s) are being used?
- Investigate the company/product
 - Who are possible competitors?
 - Are there similar products?



Activity 3

- Name the advertising tactic(s)!
 - Advertisement #1: <https://youtu.be/u6ziJO15guU?si=3R0c3w073pfbflhu>
 - Advertisement #2: <https://youtu.be/hsUxvMO-rq8?si=8WvTlAXu18FbqDvK>
 - Advertisement #3: https://youtu.be/7fZDPeQU_0?si=ZAIAozbcc0S1L07t
 - Advertisement #4: https://youtu.be/w_JEezynhrc?si=dWSJde8aApl2dKVR
 - Advertisement #5: <https://youtu.be/zC04GWZHM44?si=wAJukqX5G1utNQ9>

References

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THANK YOU!

Please email me (jylisadoney@uidaho.edu) if you have questions or need help with library research in this class or others