

Advertising

How To Make Money and Influence People

Part 1

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01

What Is An Ad?

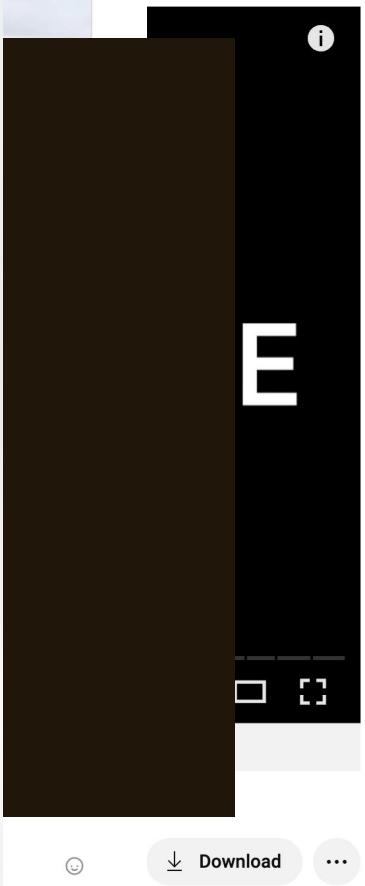
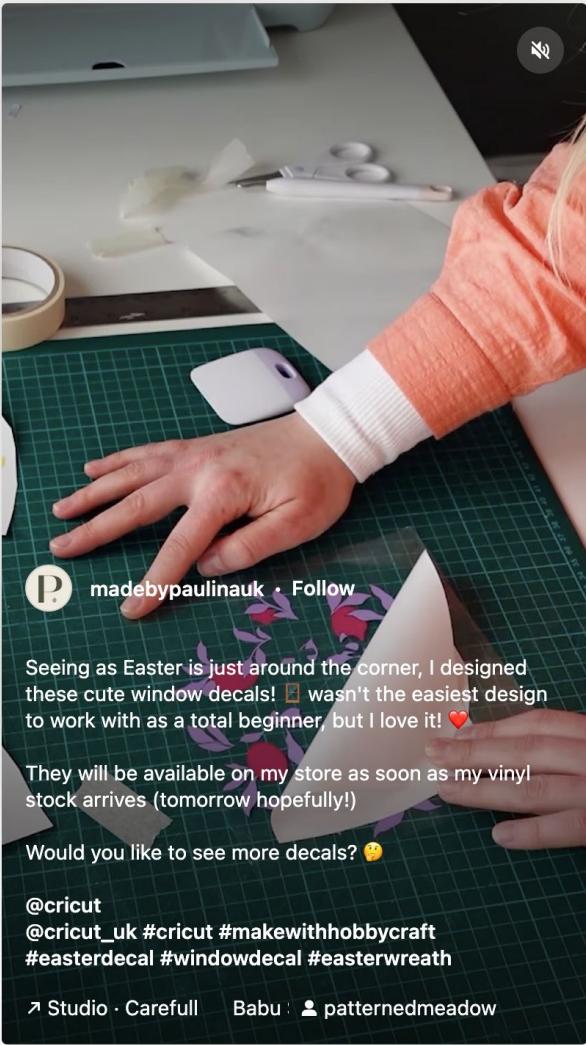
The Winner. Built by Converse.[®] Just for Sears.



Low-Cuts and High-Tops. At larger Sears, Roebuck and Co. retail stores. And in the catalog.

Sears

NBOW



IS IT AN AD?



fitandfullbykayla • Follow



fitandfullbykayla that one time I was part of a 6- women crew that ran 340-miles from Santa Monica to Las Vegas. 😊

on the eve of the most stellar, transformational experiences I've had as a @lululemon ambassador and runner to date, I'm in my feels overflowing with excitement for the adventure so many friends are gearing up to take on for the first time; @thespeedproject .

it's taken me a year to fully digest what unfolded over the course of the race; the Kayla that started in Santa Monica was an entirely changed human once she arrived in Las Vegas. in lieu of running TSP this year, I'll be sharing moments captured that I've been cherishing until the one year anniversary.

all the blissfeels for the entire #lululemon blissfeel crew. 😍💕

📸 @stefaniacurto @zhetrick

#lululemonambassador #blissfeel #lalv #nospectators
#ultrarunning #runnersofinstagram #blackgirlsrun
#womenshistorymonth

Edited · 4d



robbietubajon What an amazing week!!! Still so proud of all of you @fitandfullbykayla @hollismuttle @amanda.asaro



Liked by spencer.sharp and others

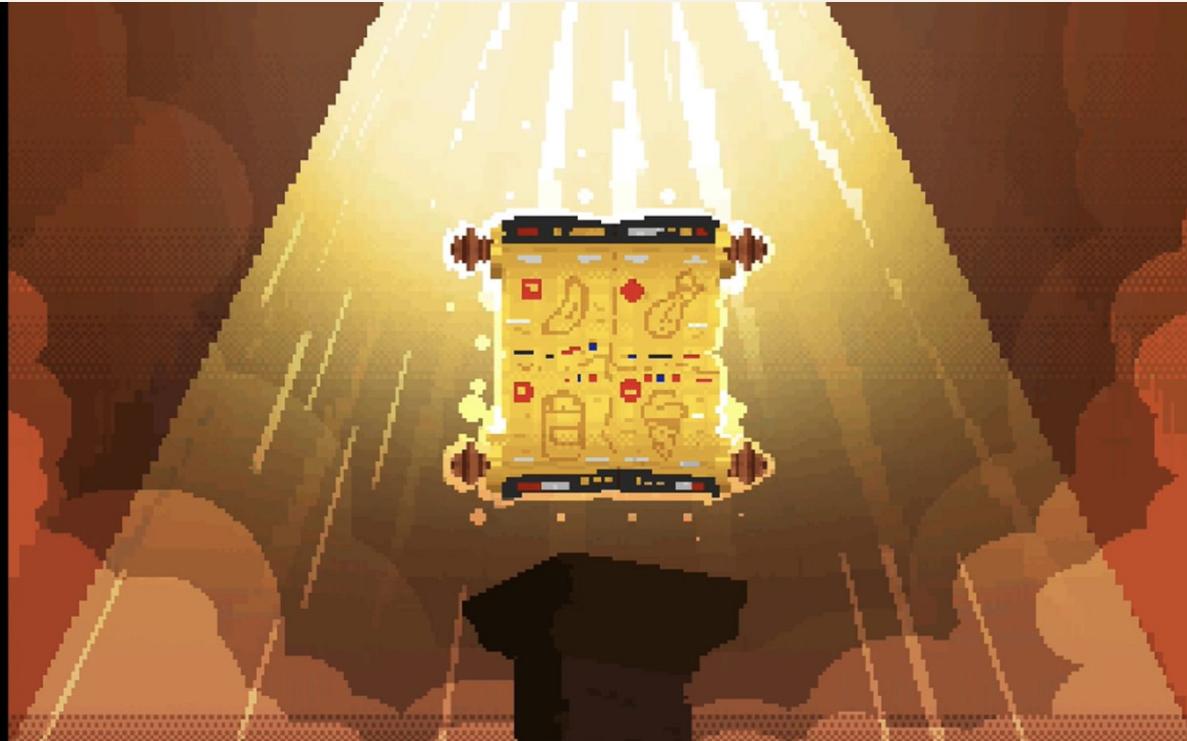
4 DAYS AGO



Add a comment...

Post

IS IT AN AD?



LONG AGO... BENEATH AISLE FIVE,
LAY AN ANCIENT FLYER CONTAINING
DEALS OF LEGENDS TOLD.

So what *IS* an ad?

Anything that promotes a message about a subject to a certain audience.

With all our technological advancements, advertisements are taking new forms all the time.





02

How Are Ads Changing?

How are Ads Changing?





03

What Are Ads Made Of?

What are they made of?

Message

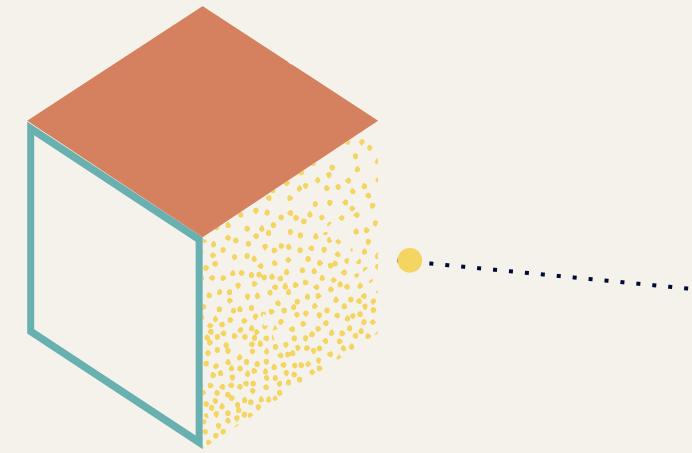
What they want
to say about the
subject

Subject

What it's
about

Audience

Who they want
to see the ad

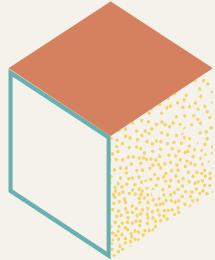




04

Practice Examples

Practice Examples



Order & scan
your Tims app
for a chance
to WIN* a
JB concert
experience



Tims. x JUSTIN BIEBER.

*NO PURCH NEC. CA & US only. Tims Rewards Acct. req., VOID WHERE PROHIBITED. Ends 12/28/21. Rules, free method of entry, prizes/offers & details: timhortons.com/timbiebs-promotion. "Justin Bieber" and "Biebs" are trademarks of Bieber Time Holdings, LLC. TM & © 2021 Tim Hortons.



Subject

Tim Hortons



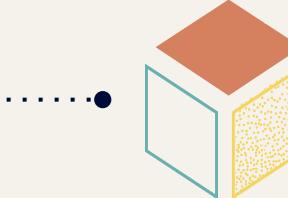
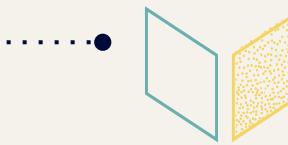
Audience

Younger people,
teenagers,
Canadians



Message

You should buy
Tim Hortons
products



prose  Sponsored

Prose makes your old shampoo
feel like hair sabotage



Shop Now



48,790 views

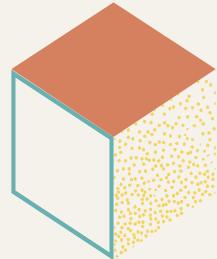
prose "I was seriously considering chopping all my hair off before I used Prose!" ... more

Practice Examples

Subject

Prose Shampoo

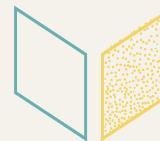
|



Audience

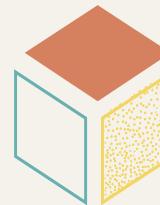
People who use
social media,
people with long
hair, probably
women

|

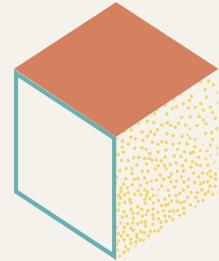
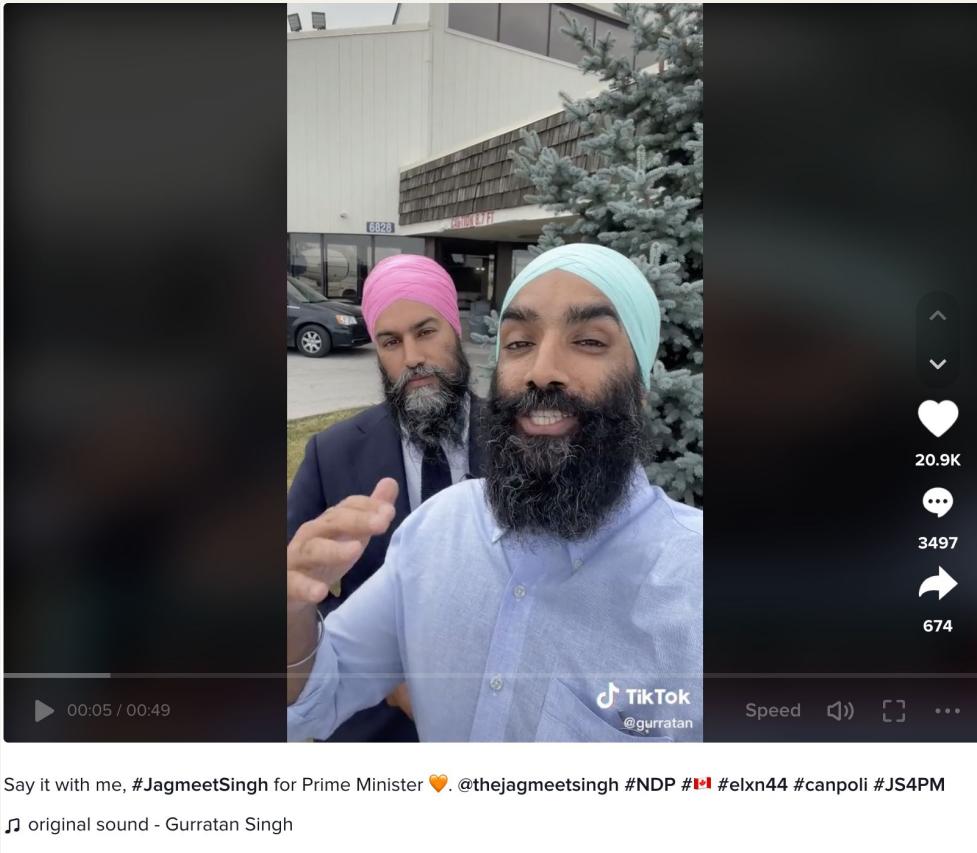


Message

Your current
shampoo is bad
for your hair



Practice Examples



Subject

NDP Party



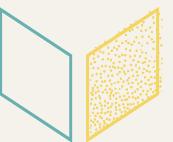
Audience

People who use social media, people who can vote, younger people

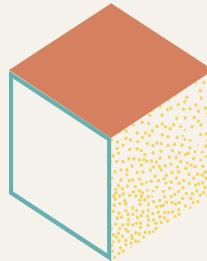


Message

Vote for the NDP & Jagmeet Singh



Practice Examples



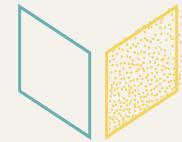
Subject

A&W Beyond
Meat Nuggets



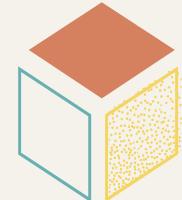
Audience

People who
don't eat meat,
people who
eat fast food



Message

You should buy
Tim Hortons
products

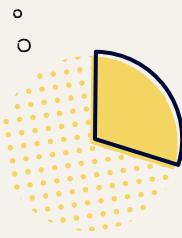




06

Digital Scavenger Hunt

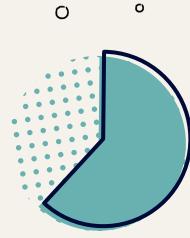
Digital Scavenger Hunt



1

Pair up!

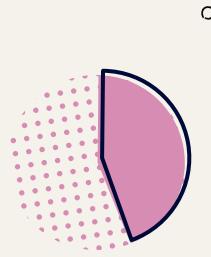
Get in small groups (max 3 people)



2

Get your device

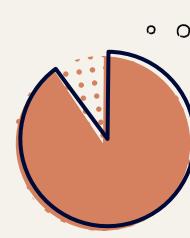
Grab your phone or a chromebook



3

Start scrolling

Start finding the advertisements in the scavenger hunt list!



4

Build that cube

Fill in the subject, audience, and message on the organizer