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Ad Analysis

According to Jean Kilbourne, “ads sell more than products because they sell values, images, and love and sexuality concepts and most importantly, it tells us who we are and how we should be”(*Killing Us Softly* 4). Advertisements are the marketing tools to sell products and services. So, they are displayed everywhere in the form of audios, videos, and images. People cannot walk down the road without being touched by advertisement (*The Persuaders*). Also, every advertisement has hidden meaning, diversified approach and emotional branding. Due to these features in ads, advertiser tries to create more messages to reach customers creating a dangerous circle of clutter (*The Persuaders*). While people view ads everywhere, it makes impossible to get away from it. Finally, we get immunized by ads and it became the atmosphere where we live (*The Persuaders*). Although the RID-X advertisement found in *Family Circle* published on August 2012and the LIQUID PLUMR advertisement found in *Good Housekeeping* published on July 2012*,*both have the spirit of luring consumers to buy their product, the two advertisements have distinction on their descriptions, stereotypes, and emotional appeals; the RID-X ad uses a real-life situation with images focusing on effect of not using their product making it more effective than the LIQUID PLUMR ad which focuses on prevention using an imaginary image of a wonder women and the clogs.

The RID-X ad in *Family Circle* magazine demonstrate the messy situation of bathroom after septic system failure. It seems like sewer backup and flooded the bathroom. Foul smelling wastewater and dark colored residue can be seen on the surface of toilet, bathtub and on the floor. To control the situation, a woman, probably a housewife, appears to mop the floor. She have yellow cleaning gloves on the hands, her pants and shoes are both wet, which clearly point she is cleaning for a while. Also she looks tired and frustrated as her hands are moving hair from her face. While viewing text on the page of ad, it states that “SAVE YOURSEF FROM A DISGUSTING DISASTER” which appeals, use of RID-X can save everyone from this kind of nasty situation. On the bottom left from bathroom image, the advertisement states “EVERY YEAR, OVER A MILLION FAMILIES SUFFER A SEPTIC SYSTEM FAILURE” which is written in bold and red colored font to catch customer’s attention. Red is the color of danger, and it will be considered seriously by customer which will definitely help to sell RID-X.

In contrast, LIQUID PLUMR ad in *Good Housekeeping* is presented as a movie poster. First, looking at the woman on the ad, she looks like a wonder woman. She is snagging red colored drain snake with her right hand and pouring bottle LIQUID PLUMR on the giant monstrous clog. According to ad actually she is unclogging the sink. While making judgement to her body language, she is fighting ambitiously and courageously. While glancing on the wording used on the ad, it states “ONE MOM DOUBLE IMPACT” on the top left of page. The ad use white font color to state “ONE MOM” which means she fits to do the job with perfection. Further “DOUBLE IMPACT” use red and orange font color which covers 20 percent of the ad to describe how mom can do double work ,“snake a drain” and “clear the clog” using just LIQUID PLUMR. Similarly, larger font size draws customer’s attention too.

Of course, both RID-X and LIQUID PLUMR ads uses images and wording to persuade the customer’s need. But, RID-X advertisement describe the real-life situation images, such as bathroom and woman appearance and factual statistics about the family effected by septic backup citing sources which makes it more realistic compared to LIQUID PLUMR ad which use imaginary images creating super hero movie scene.

Hardworking feminist stereotypes is described in the RID-X ad. A woman with wet pants, wearing cleaning gloving and moping floor describes the hardworking woman in natural tone. The ad use the woman because they are the one who does household cleanup more often as compared to man. Also, society consider cleaning and maintaining overall house is typically the woman’s job. Using woman on her 50’s also makes sense that she might live alone at house and disaster from septic failure is difficult to handle herself when husband is away. As a result to be on safe side, she will definitely buy the RID-X to prevent septic backup.

On the other hand, LIQUID PLUMR ad describe a fearless woman stereotype. A women with black pant, shoes and belt and blue t-shirt behaving as fighter makes sense of fearlessness. The ad use the term “MOM” to describe the women used in the ad. Women have social role in society. Due to this, mother not only take care of family, but she takes care of house too. She not only work for herself, she cares for necessities in family. In most of the family she do the shopping. So, targeting the mother in the LIQUID PLUMR ad will lure mother to buy their products.

Moreover, both the RID-X and LIQUID PLUMR ads use women stereotypes to reach target market by making it identifiable by women. Women are used on both ads because everyone come from a woman, they spend nine months inside of a woman which makes advertiser to think women expert from inside (*The Persuaders*). Which is the only assumption. But, according to documentary *Persuaders* “Advertisement can build mystery as long as customer believe in the story”. So, woman story in RID-X can be easily understood and is believe by customer’s regardless, of heroic act of wonder woman used in LIQUID PLUMR ad.

The RID-X advertisement uses three emotional appeal message, need to fear, “need for guidance” (Fowles), and “need for attention” (Fowles). Pictures of bathroom showing the nasty situation from septic backup creates the fear in mind. Use of real-life situation adds the more emotion of fear to the mind of customer. Similarly woman, as a housewife or mother can successfully guide the family in the situation like septic backup. Also, the ad have the sentences to describe how RID-X help to prevent backups. Lastly, it point to the need for attention. It is trying to draw attention towards the care than to feel sorry. RID-X ad urge the consumer to use their product and avoid unnecessary headache by providing the description through emotions.

Similarly, LIQUID PLUMR ads also have same number of unique emotional appeal message, “need to feel safe”, “need to escape”, and “need to achieve” (Fowels) but if differ in the way it is being presented. First, it appeal to be safe by using their product. It says their product have double impact on the clog drain which means it act as drain snake and residue cleaner. Woman can be a hero theme is presented in the ad and she is fighting with monstrous clog to safeguard family from disaster resulting from clog. Secondly it is appealing for need to escape, which means if customer use LIQUID PLUMR they can avoid costly plumbing work by pros. The third appeal used, need to achieve, describe customer can achieve the effective result and never get disappointed by using their product.

In reality, RID-X ad use the emotion appeal message, need to fear, which is considered seriously by customer than the prevention emotions appeal used in LIQUID PLUMR that makes RID-X ad more effective in reaching customer.

Both the RID-X ad and LIQUID PLUMR ads try to persuade the consumer with several ways of description, women’s stereotypes, and realistic emotional appeal message. But, the ultimate goal is to sell the product through their value proposition. Use of realistic women character and real-life situation and expression of fear in precise way makes RID-X advertisement more prominent. As human brain keep 80 percent emotion and 20 percent intelligence, it is necessary to have precise wording, graphics and scene etc. to devote consumers to purchase the product in advertisement (*The Persuaders).*The above describe ads both uses wording and pictures to draw attention but, reality matters makes RID-X ad more efficient than LIQUID PLUMR ad.

Works Cited

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*The Persuaders*. PBS Frontline documentary. Posted November 2004.