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**Advertising A2**

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**Informational Advertisement**

The **Google Pixel 5 advertisement** is an informative advertisement. It provides factual information about the product's features, including camera capabilities, battery life, and an intuitive interface. The advertisement seeks to enlighten consumers about the benefits of using the product by appealing to their rationality. It intends to convince consumers to contemplate buying the Google Pixel 5 smartphone. The advertisement highlights the benefits of using the phone, such as faster execution and having a battery that lasts for a long time, and presents them in a manner that makes the phone enticing to potential buyers.

**Content Message Strategy:**

The Google Pixel 5 advertisement emphasizes the product's main features and benefits. The advertisement emphasizes how the smartphone's camera capabilities, battery life, and user-friendly interface can enhance the user's experience.

**Type of Appeal:**

The advertisement employs both cognitive and affective appeals. The cognitive appeal is evident in the advertisement's emphasis on providing factual information about the product's capabilities and features. Moreover, the advertisement uses affective appeal to create an emotional connection with the viewer by depicting the smartphone in a variety of real-world scenarios, such as taking photographs at a concert or capturing memories with friends.

**Executional Framework:**

Using a narrative structure, the advertisement begins with an individual taking photos with their current smartphone and feeling frustrated with the results. This annoyance is contrasted with the simplicity and quality of the Google Pixel 5 camera. The advertisement also employs a slice-of-life executional structure by depicting relatable, everyday situations in which the smartphone's features are useful.

**Effectiveness:**

By highlighting the product's key features and benefits, the advertisement effectively conveys its intended message to its intended audience. The use of cognitive and affective appeals helps to create a well-rounded message that appeals to rational and emotional factors. In addition to bringing the message to life and establishing a rapport with the viewer, the executional framework also serves to bring the message to life. The advertisement uses a variety of persuasive techniques to effectively enlighten and persuade viewers to consider purchasing the Google Pixel 5 smartphone.

**Persuasive Advertisement**

**Apple's "Dear Apple" advertisement for the Apple Watch** is an example of persuasive advertisement. The advertisement attempts to persuade consumers to purchase the Apple Watch by highlighting its features, benefits, and positive impact on consumers' lives. In addition to providing information about the product, the advertisement attempts to persuade consumers to buy by demonstrating how the Apple Watch can enhance their quality of life. The use of real individuals expressing their appreciation for the product also adds an emotional appeal, which is a common advertising technique used to influence consumer behavior.

**Content Message Strategy:**

The Apple Watch advertisement "Dear Apple" primarily employs cognitive and conative strategies. The advertisement provides factual information about the watch's features and benefits to appeal to the audience's logical and rational side (cognitive strategy), while also encouraging them to purchase the watch to enhance their lives (conative strategy). The message of the advertisement is that the Apple Watch can enhance the user's quality of life by assisting them in achieving their fitness objectives, monitoring their health, and staying in touch with friends and family.

**Type of Appeal:**

The advertisement employs primarily rational appeal, as it emphasizes the functional benefits of the product. However, it also employs emotive appeal by displaying real people expressing their appreciation for the product, which can create a positive emotional association with the brand and influence consumer behavior.

**Executional Framework:**

The executional framework for the advertisement is basic and uncomplicated. The advertisement features real people reading letters they have written to Apple expressing their appreciation for the Apple Watch and the positive influence it has had on their lives. The use of actual people lends authenticity and credibility to the message of the advertisement, and the emotional appeal of their facial expressions and vocal tones enhances its persuasive effect. The advertisement also visually highlights the product's features and advantages, highlighting its sleek design and user-friendly interface.

**Effectiveness:**

The Apple "Dear Apple" advertisement for the Apple Watch effectively conveys its intended message to the intended audience. The advertisement employs cognitive, conative, and emotional appeal to persuade consumers to consider purchasing the advertised product. The executional structure of the advertisement is also effective, as it presents the product's features and benefits in a visually appealing and relatable manner, while also emphasizing consumers' positive emotive associations with the brand.

**Reminder Advertisement**

**Mastercard's "Priceless" advertisement** can be categorized as both a persuasive and a reminder ad. The advertisement employs a persuasive message strategy to establish an emotional connection with the target audience, emphasizing the unique and valued experiences that can be had by using Mastercard. Simultaneously, the "Priceless" slogan has become so recognizable and iconic that it functions as a reminder to consumers of the benefits and value of using Mastercard.

**Content Message Strategy:**

The "Priceless" advertisement's content message strategy combines cognitive and affective appeals. The advertisement uses statistics to inform the audience of the advantages of using a Mastercard, such as global acceptance and advanced security features. In addition, the advertisement employs emotional appeals, such as humor and nostalgia, to establish a favorable association with the brand.

**Type of Appeal:**

The "Priceless" advertisement predominantly employs emotional appeal, a form of affective appeal. It establishes an emotive connection with the audience by depicting relatable and memorable life experiences that are facilitated by the use of a Mastercard. The advertisement also employs cognitive appeal by emphasizing the practical advantages of using a Mastercard.

**Executional Framework:**

The structure of the "Priceless" advertisement is a combination of slice of life and humor. The advertisement depicts common, relatable situations, such as grocery shopping and travelling, and how Mastercard can improve them. Humor, such as the "priceless" tagline and the exaggerated scenarios, enhances the advertisement's allure and makes it memorable.

**Effectiveness:**

Using emotional and practical appeals, as well as humor and relatable situations to captivate the viewers' attention, the "Priceless" advertisement effectively conveys its intended message to its intended audience. The advertisement has been tremendously effective in establishing a favorable association with the Mastercard brand and increasing brand recognition.