Advertising
Were the prior images advertisements? If so, what are they trying to sell?

Selling ideas, not just products.
What is advertising?

What does the term “advertising” mean to you? What do you think of when you hear the word? What does it remind you of?
Advertising: Definition

Advertising is described as something that is trying to influence a person to “buy” a product, a service or an idea.

Something that promotes a product, usually by emotive or persuasive means.

Providing information, calling attention to, and making known something that you want to sell.

Different forms of media are used for advertising purposes.
What is media?

Media refers to the means of communication, such as radio television, newspapers, and magazines, that reach or influence people widely.
Categories of Advertising

- Print Advertising
- Outdoor Advertising
- Broadcast Advertising
- Covert Advertising
- Public Service Advertising
Print Advertising

If an advertisement is printed on paper, be it newspapers, magazines, newsletters, booklets, flyers, direct mail, or anything else that would be considered a portable printed medium, then it comes under the banner of print advertising.
Broadcast Advertising

The term broadcast advertising applies to commercials aired on either television, radio and internet which are typically called spots. It's also known as on-air advertising, and it's the primary revenue generator for commercial television, radio stations and internet sites.
Outdoor Advertising

Outdoor advertising is a broad term that describes any type of advertising that reaches the consumer when they are outside.

Outdoor advertising is a mass-market medium. It is better used for broad messages, branding and support campaigns.
Covert Advertising

Covert advertising refers to when a product or brand is embedded in entertainment and media. It uses undercover tactics turning entertainment into an extended advert. It raises brand or name image making it more recognizable and memorable to the target audience.
The general purpose of advertisement is to “sell” something, but what else?

**Aims of advertising:**
- to increase the sales of a product or service.
- to create or maintain a brand identity.
- to communicate a change in an existing product line.
- to introduce a new product or service.
- to convey socially relevant messages.
Understanding Advertisements

• Reading advertisements is a complex skill.

• Following is a list of the different techniques used in the construction of advertisements to convey meaning.

• Identifying these techniques in advertisement examples helps to analyse an advertisement.
Techniques

Advertising companies use many techniques to persuade consumers.

Some techniques are language based, but many are visual.
Persuasive Language

Well chosen adjectives, puns, alliteration, assonance, exaggeration, repetition, rhetorical questions, commands, slogans and catchy phrases.

It’s finger lickin’ good.

Down Down
Prices are down
The Slogan

• A slogan is a repetitive expression of an idea or purpose.

• On a printed advert this usually appears near the brand name and stands out from the rest of the copy in some way (because of its size, font, position or colour).

• Slogans are designed to be memorable or to hold your attention. They can also communicate an idea about a certain brand.

• Language can be in the form of print, speech, song, poetry.
Techniques

- **Broken Rules**: Intentionally misspelled words, incomplete sentences
- **Sound Repetition**: Rhyme, alliteration, and assonance
- **Word-Play**: Puns, double meanings, well-known sayings
- **Verbal Imagery**: Visual suggestions that
- **Short N Sweet**: Concise phrases or fragments
- **Give Direction**: Imperative sentences,
In his famous book, *Confessions of an Advertising Man*, David Ogilvy identifies the most pervasive and effective words used in advertising.

Suddenly
Now
Announcing
Introducing
Improvement
Amazing
Sensational
Remarkable
Revolutionary
Startling
Miracle

Magic
Offer
Quick
Easy
Wanted
Challenge
Compare
Bargain
Hurry
Why do you think these kinds of words are effective?

Are some effective for different reasons?

If you saw these words written on a poster or advertisement in a magazine do you think that you would be persuaded to buy a product? Why?
Visual effects

Eye-catching headlines, pictures, photographs, cartoons, posters, and cleverly designed graphics, including fonts and colours.
Absolutely everything you see in an advert is planned and crafted to give a specific image and idea...

CLICK HERE TO LINK TO DOVE – EVOLUTION COMMERCIAL
Reading the image: what’s in the picture?

What can you tell about the different people shown in the advertisement from their

- age
- sex
- race
- facial expression - direction of their eyes, who or what are they looking at
- body language - the way they are posed, what they are doing
- relationship to each other in the frame
- clothing
Where is the ad set?

Where is it supposed to be and how do you know?

What can you see in the background, what does it suggest?
What different type faces (fonts) are used? Why do you think they were chosen?

Always pay attention to fonts when analysing advertisements in print. They may not be the most noticeable element; however, after dissecting layout, fonts can work with the ad to reinforce or sabotage a print ad. Comic Sans and Times New Roman are very different fonts. They both carry their own feel. Never underestimate the power of a good font to complement art direction.
Advertisements use colour to project a certain idea and/or message about the company of product. What do individual colours mean to you?

- **Yellow**: Optimistic and youthful, often used to grab attention of window shoppers.
- **Red**: Energy, increases heart rate, creates urgency, often seen in clearance sales.
- **Blue**: Creates the sensation of trust and security, often seen with banks and businesses.
- **Green**: Associated with wealth, the easiest color for the eyes to process, used to relax in stores.
- **Orange**: Aggressive, creates a call to action: subscribe, buy, or sell.
- **Pink**: Romantic and feminine, used to market products to women and young girls.
- **Black**: Powerful and sleek, used to market luxury products.
- **Purple**: Is used to soothe & calm, often seen in beauty or anti-aging products.
Red

Red is the colour of fire and blood, so it is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love.

Light red represents joy, sexuality, passion, sensitivity, and love.

Dark red is associated with vigor, willpower, rage, anger, leadership, courage, longing, malice, and wrath. Reddish-brown is associated with harvest and fall.
Orange

Orange combines the energy of red and the happiness of yellow. It is associated with joy, sunshine, and the tropics. Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.

To the human eye, orange is a very hot color, so it gives the sensation of heat.

Dark orange can mean deceit and distrust. Red-orange corresponds to desire, sexual passion, pleasure, domination, aggression, and thirst for action. Gold evokes the feeling of prestige. The meaning of gold is illumination, wisdom, and wealth. Gold often symbolizes high quality.
White is associated with light, goodness, innocence, purity, and virginity. It is considered to be the color of perfection.

As opposed to black, white usually has a positive connotation.

White can represent a successful beginning.

In advertising, white is associated with coolness and cleanliness because it's the color of snow.

White is used to suggest simplicity in high-tech products.
Pink

Pink signifies romance, love, and friendship. It denotes feminine qualities and passiveness.

Pink is the colour of happiness and is sometimes seen as lighthearted.

Brighter pinks are youthful, fun and exciting.

Vibrant pinks have the same high energy as red. They are sensual and passionate without being too aggressive.

Soft pinks are associated with romance and the blush of a young woman's cheeks. It's not surprising that when giving or receiving flowers pink blossoms are a favorite.
Black

Black is associated with power, elegance, formality, death, evil, and mystery.

Black is a mysterious colour associated with fear and the unknown (e.g., black holes). It usually has a negative connotation (blacklist, black humor, 'black death').

Black denotes strength and authority; it is considered to be a very formal, elegant, and prestigious color (black tie, black Mercedes). In heraldry, black is the colour of grief.
Green

Green is the colour of nature. It symbolizes growth, harmony, freshness, and fertility.

Green has strong emotional correspondence with safety, and with the ability to go and move forward.

Dark green is associated with money, ambition, greed, and jealousy. Yellow-green can indicate sickness, cowardice, discord, and jealousy. Aqua is associated with emotional healing and protection. Olive green is the traditional color of peace.
Purple

Purple is associated with royalty. It symbolizes power, nobility, luxury, and ambition. It conveys wealth and extravagance.

Purple is associated with wisdom, dignity, independence, creativity, mystery, and magic.

Purple is a very rare color in nature.

Light purple evokes romantic and nostalgic feelings.
Dark purple evokes gloom, sadness and feelings of frustration.
Yellow

Yellow is the colour of sunshine. It's associated with joy, happiness, intellect, and energy.

Yellow arouses cheerfulness, stimulates mental activity, and generates muscle energy.

Yellow is often associated with food.

Bright, pure yellow is an attention getter, which is the reason taxicabs are painted this colour.

Dull yellow represents caution, decay, sickness, and jealousy.

Light yellow is associated with intellect, freshness, and joy.
Blue

Blue is the overwhelmingly favorite color. Blue is seen as trustworthy, dependable and committed. Blue is the least "gender specific" color, having equal appeal to both men and women. The color blue is: * Calming and sedate * Cooling * Aids intuition

Light blue is associated with health, healing, tranquility, understanding, and softness. Dark blue represents knowledge, power, integrity, and seriousness.

Electric or brilliant blues become dynamic and dramatic, an engaging color that expresses exhilaration.

Some shades or the overuse of blue may come across as cold or uncaring.
**Brightness:** Refers to the amount of white in a colour. The more white a colour has, the brighter it is.

**Saturation:** Refers to the amount of a colour used. When a colour is at full saturation, it is extremely vibrant. When a colour is "desaturated," a large amount of colour has been removed.
Layout

The way that images and words are positioned on an advertisement is very important.
What is the basic design of the layout?

• When analysing advertising in print, you will usually find two primary approaches to the use of the space. The first will be to use lots of white space for a cleaner look. The other approach is to fill the space with graphic and copy elements.

• How are the different components or elements arranged? Are they symmetrical? If not, does there seem to be a conscious design-based reason why the items don't balance?
Use Of Graphics

If the print advert uses graphics, what kind of graphics are they?

• Photos
• Cartoons
• Basic line drawings
• Reproductions of famous art work

Consumers tend to prefer photographs over illustrations and drawings because they are more believable, more real. But illustrations and pictures are appropriate when the concept is very abstract, or too expensive to actually photograph.
Photographs

What photographic techniques are used:
• Close up
• Long shot
• Medium shot
• Action shot
• Colour
• Black and white
• Sepia

What significance do the different techniques have in different adverts?

What about lighting, and the angle of the shot?

Is there action on the background? If so, what is its relationship to the foreground? Is the background blurry or focused?

Every element is there for a reason.
The new Mercedes SLK is as wild as you want it to be. With a retractable hard top, an hp supercharged engine and undeniable style, the SLK will take you anywhere you go.
The Logo

• A logo is a graphic mark or emblem commonly used by commercial enterprises, organisations and even individuals to aid and promote instant public recognition.
The most successful logo is reported to be...

http://www.nike.com/nikebiz/nikebiz.jhtml?page=5&item=origin
This logo was created by Caroline Davidson in 1971 for only $35 yet it still a strong.

Some of the reasons that has made it successful include:

• Simple fluid design
• Memorable
• Easily scalable and flexible
• Has meaning
The swoosh represents the wing in the famous statue of the Greek Goddess of victory, Nike – something perfect for a sporting apparel business.
Universal Claims

Universal claims are statements that appeal to the consumer’s emotions and desires; make the consumer feel that is in their interest to purchase the product or service.
Advertising and Psychology

Psychology is key in advertising. If marketers can make consumers feel a need or desire for their product through their advertising campaigns then they will be successful.

For example, some women will pay an exorbitant amount for facial cleansers in preference to plain soap.

Psychology has been applied extensively to the field of advertising, especially in discovering what motivates people to buy, and then applying the appropriate stimulus.

Advertising is closely connected to propaganda, since both involve the art of persuasion.
Needs and Desires

Look at the following advertisements and think about the needs and desires they try to create.
The Ideal Brain Tonic

Specific for Headache.

Delightful Summer and Winter Beverage.

Relieves Mental & Physical Exhaustion.

Coca-Cola
Make it memorable

Humour, controversy, sex, originality or a point of difference to keep the product in consumers’ minds are often used to make adverts memorable.

Can you spot the link between a gorilla and chocolate?

Click here to link to Cadbury Gorilla Advertisement
Comedy and visual effects are the adverts primary techniques. Chocolate is about joy and pleasure. For years Cadbury has told consumers that it is generous through the glass and a half slogan. But consumers responded, don’t tell us how generous you are, show us. Don’t tell us about joy; show us joy.
The connection

- Advertising can be effective without a traditional ‘message’, ‘proposition’ or ‘benefit’. Some of the latest advertising thinking suggests that attempts to impose them can actually reduce effectiveness. Some companies are trading a traditional focus on proposition and persuasion in favour of deepening a relationship between product and consumer.
They’re trying to get you thinking “Cadbury is cool...”
Target Audience

The target audience (also called target population) refers to a particular group of people, identified as the intended recipient of an advertisement or message.
Stereotyping

Many adverts display stereotypes, presenting clear messages about how members of certain groups (e.g., sex, race, religion, age should act, look like, do).

This is frequently seen in gender roles, where kitchen appliances are targeted at women, lawn movers at men, dolls at girls and car toys at boys.
The persuasive strategies used by advertisers who want you to buy their product can be divided into three categories:

- **Pathos** is an appeal to an emotion
- **Logos** is an appeal to logic or reason
- **Ethos** is an appeal to credibility or character
Pathos

An advertisement using pathos will attempt to evoke an emotional response in the consumer.

Sometimes, it is a positive emotion such as happiness: an image of people enjoying themselves while drinking Coke.

Other times, advertisers will use negative emotions such as pain: a person having back problems after buying the ‘wrong’ mattress.

Pathos can also include emotions such as fear and guilt. Images of a starving child persuade you to send money.
Spare parts for humans are not as original as those for cars.

Don’t Drink and Drive.
Logos

An advertisement using logos will give you the evidence and statistics you need to fully understand what the product does.

The logos of an advertisement will be the "straight facts" about the product. For example Cadbury’s claim that their is a glass and a half of milk in every block.
a glass and a half of milk in every bar
Smoking kills

About 106,000 people in the UK die each year due to smoking
An advertisement using ethos will try to convince the viewer that the company is reliable, honest, and credible; therefore, you should buy its product.

Ethos often involves statistics from reliable experts. For example, nine out of ten dentists agree that Colgate is better than any other brand of toothpaste.

Often, a celebrity endorses a product to lend it more credibility. For example, Dawn Frazer uses Revitive Circulation Booster.