

ADVERTISING



facebook



LEARNING OUTCOMES

I have experienced a wide range of advertising, on paper and in other media.

I can understand what is being communicated, why and how.

I can evaluate its effectiveness in terms of informing and engaging its audience.

I am aware of the power and potential of different communication media.

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You may not alter sections. Suggestions for improvements to
warren@in2edu.com

AMAZING!

Match the amazing statement to the heading!



\$385 billion

\$193 million

6 hours

4 hours

800-1000

150 litres (39 US gallons)

Hours that Americans spend watching T.V. each day

The estimated worldwide spend on advertising

Online spend for advertsing in NZ in 2008

Litres of CocoCola drunk per person in Mexico over a year

Ads watched every day by an American

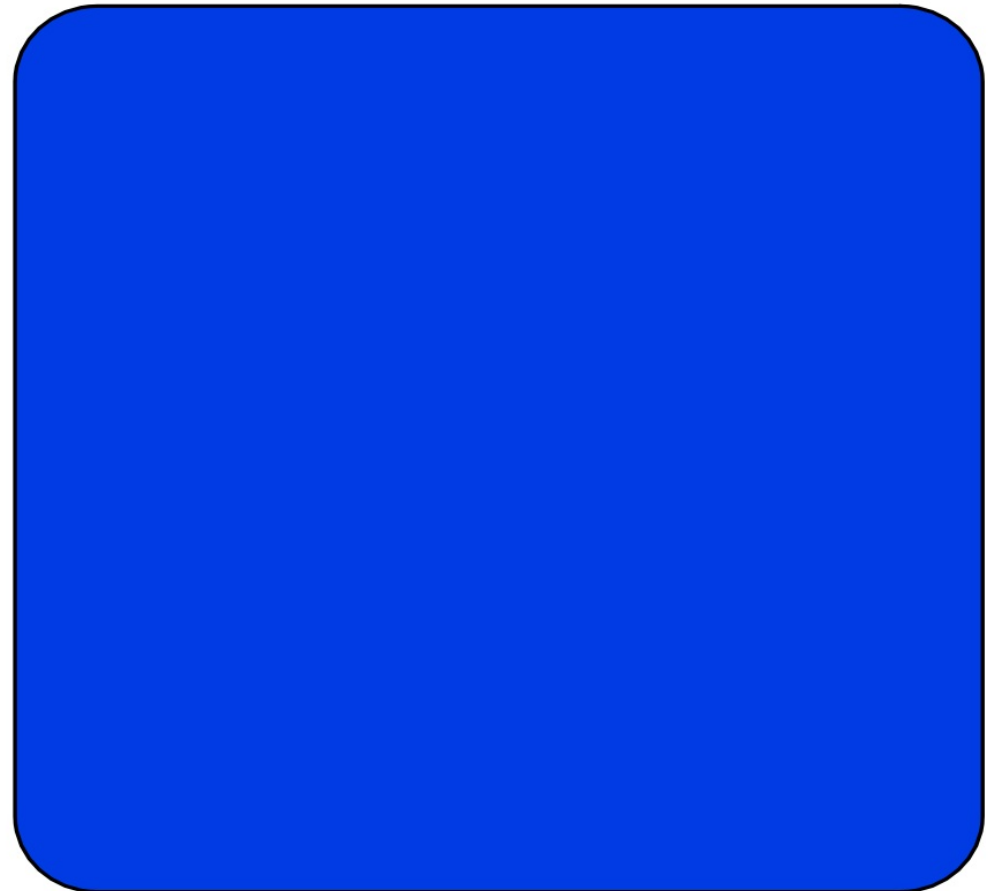
Hours that New Zealanders spend watching T.V. each day

Who is spending on advertising? Check out the top 100 [here](#). You could graph the top ten or twenty. What patterns of connections can you make?

COUNT THE ADS IN YOUR ROOM!

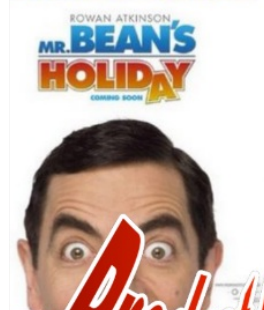
Count all the adds in your room. Split the room in sections and get different people to count the adds found in each area. Before you do this try to make up a chart that will help you locate different types of advertising in your room. You can then graph this.

You could do the same in a room in your house... which room do you think will have the most adds? How do people get persuaded in their houses?



Plan your chart here, use white pen.

MEDIA



Product Placement

Viral marketing

facebook



YouTube
Broadcast Yourself™



ADVERTISEMENTS

Advertising is a form of communication that typically attempts to persuade or dissuade potential customers.

There are different types of Advertisements

Some advertisements market a product or service.

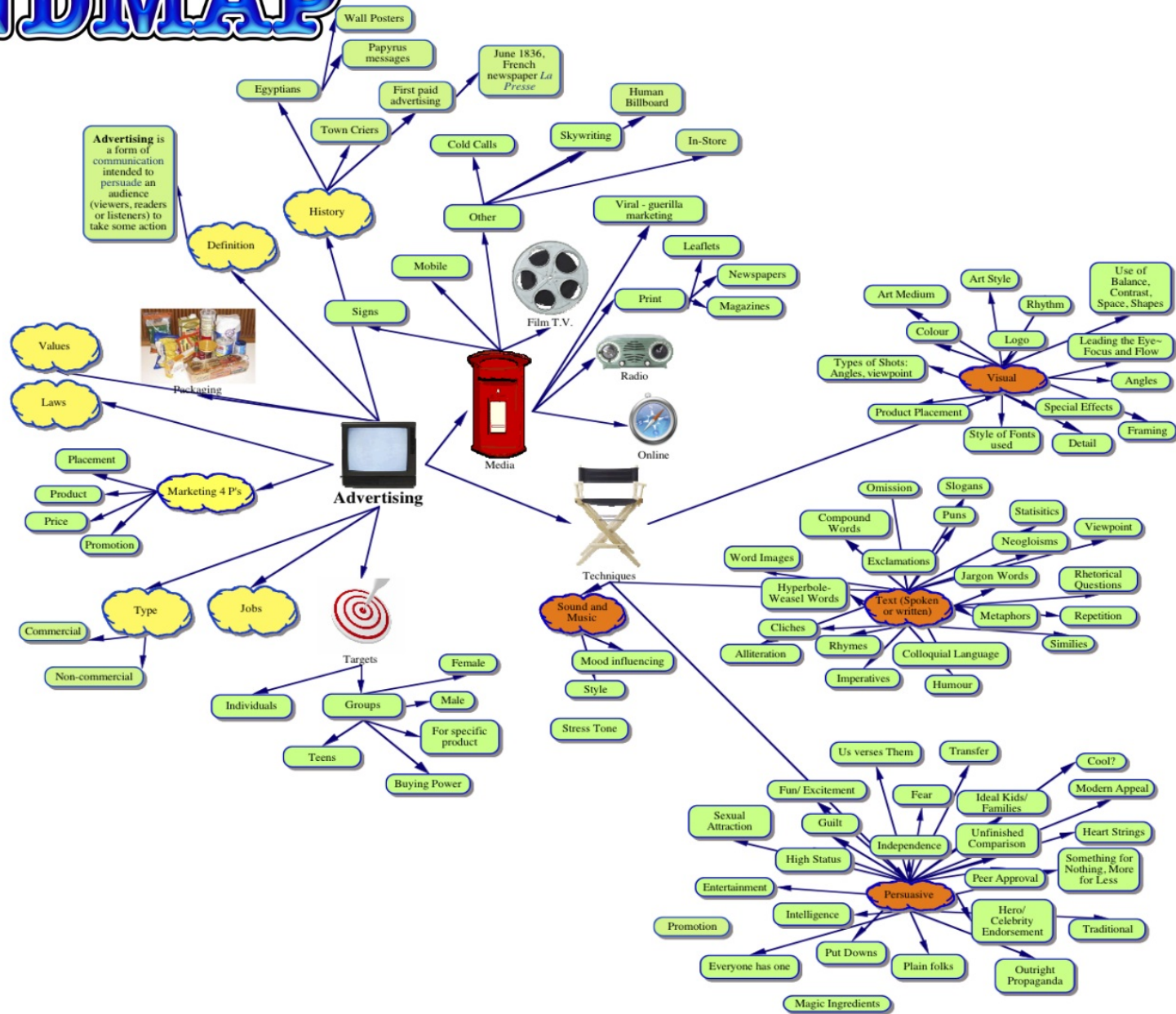
Others aim to inform of or to educate. These include news bulletins or advisories.

Many advertisements are designed to **persuade or convince us to take some form of action.**

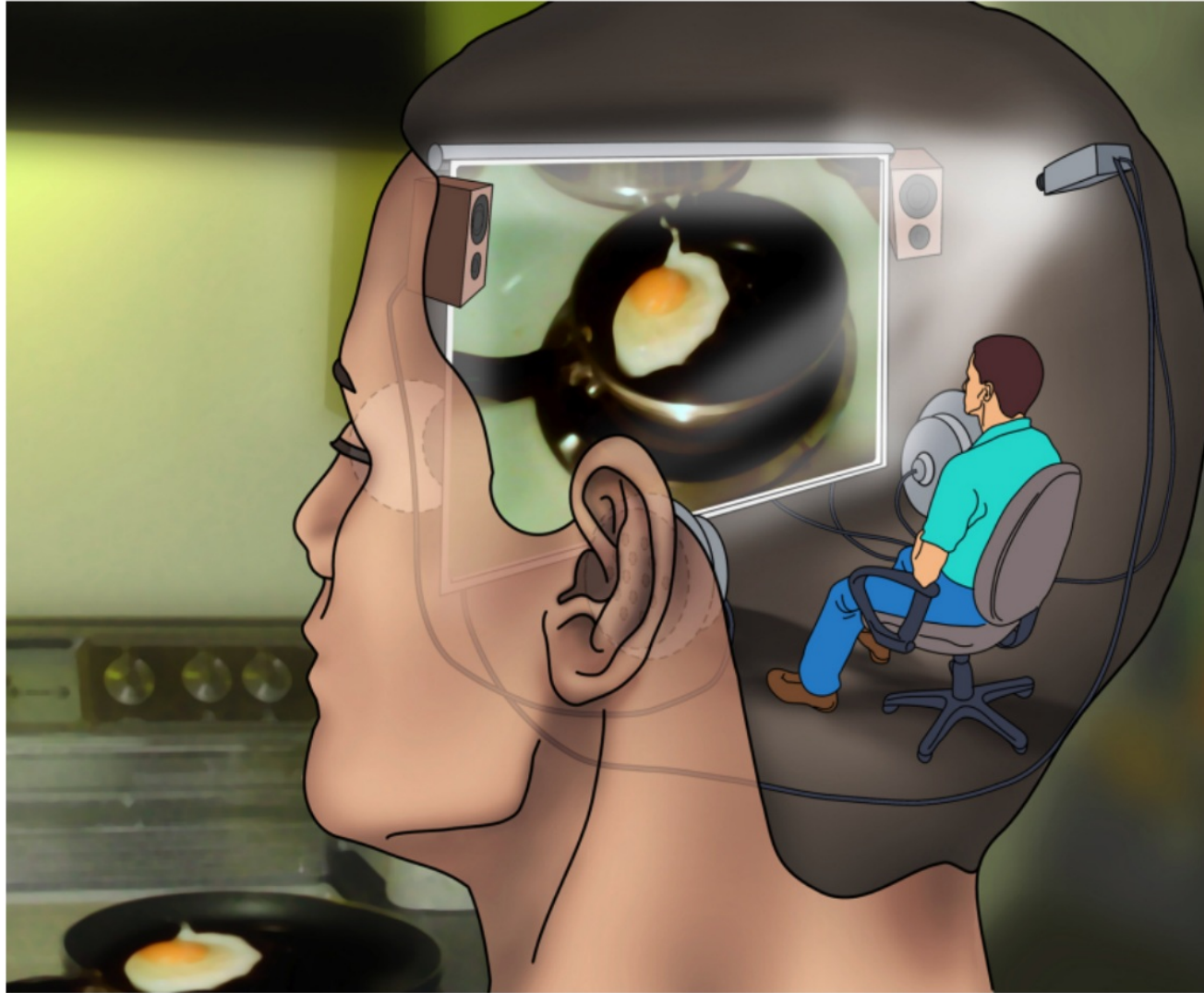
Some advertisements are designed to **dissuade the reader.**

What is an ad campaign? Discuss, then [click here](#) to find out!

MINDMAP



TARGETS



TARGETS

A target with concentric circles in shades of pink, red, and yellow. Two darts with green fletching and silver barrels are embedded in the center bullseye. The word 'TARGETS' is written in a large, blue, stylized font with a white outline and a blue shadow at the top left.

To be effective the advertisement must capture the attention of its **target audience**.

The audience is defined as the people, individuals, or groups which the advertisers either wish to inform of or persuade to buy the product.

TARGETS

Download this PDF (you can zoom in to look at text easier) and decide who are the targets of each different ad within the overall ad campaign. Either use vote system, paper or circle best answers.

First Picture

A

Adult Male

B

Teenager

C

Business Person

D

Home Owner

E

Sports Enthusiast

F

Entertainment Seeker



TARGETS

Download this PDF (you can zoom in to look at text easier) and decide who are the targets of each different ad within the overall ad campaign. Either use vote system, paper or circle best answers.

Second Picture

A

Adult Male

B

Adult Female

C

Business Person

D

Home Owner

E

Sports Enthusiast

F

Entertainment Seeker



Place your finger squarely on the pulse of today's financial markets.
Start your day with SPH newspapers hot off the press, featuring quality news, in-depth analyses,
insightful commentaries and breaking stories from Singapore, the region and the rest of the world.

GET THE WORLD DELIVERED. CALL 435 388 TO SUBSCRIBE.

THE STRAITS TIMES 世界日報 星島日報

Singapore Press Holdings

TARGETS

Download this PDF (you can zoom in to look at text easier) and decide who are the targets of each different ad within the overall ad campaign. Either use vote system, paper or circle best answers.

Third Picture

A

Adult Male

B

Adult Female

C

Business Person

D

Home Owner

E

Sports Enthusiast

F

Entertainment Seeker



Get the latest buzz on the region's art, cultural and entertainment scene.

Start your day with SPH newspapers hot off the press, featuring quality news, in-depth analyses, impactful commentaries and breaking stories from Singapore, the region and the rest of the world.

GET THE WORLD DELIVERED. CALL 685 3838 TO SUBSCRIBE.

THE STRAITS TIMES

星島日報

星洲華僑報

Singapore Press Holdings

TARGETS

Download this PDF (you can zoom in to look at text easier) and decide who are the targets of each different ad within the overall ad campaign. Either use vote system, paper or circle best answers.

Fourth Picture

A

Adult Male

D

Home Owner

B

Adult Female

E

Sports Enthusiast

C

Business Person

F

Entertainment Seeker



TARGETS

Download this PDF (you can zoom in to look at text easier) and decide who are the targets of each different ad within the overall ad campaign. Either use vote system, paper or circle best answers.

Fifth Picture

A

Adult Male

B

Adult Female

C

Business Person

D

Home Owner

E

Sports Enthusiast

F

Entertainment Seeker



TARGETS

Download this PDF (you can zoom in to look at text easier) and decide who are the targets of each different ad within the overall ad campaign. Either use vote system, paper or circle best answers.

Sixth Picture

A

Adult Male

B

Teen Male

C

Business Person

D

Home Owner

E

Sports Enthusiast

F

Entertainment Seeker



Score your daily sports fix with the reports and updates that matter.
Start your day with SPH newspapers hot off the press, featuring quality news, in-depth analyses, impactful commentaries and breaking stories from Singapore, the region and the rest of the world.

GET THE WORLD DELIVERED. CALL 681 8388 TO SUBSCRIBE.

THE STRAITS TIMES THE SUNDAY TIMES THE SUNDAY LANCET RENTIA MARIANO Singapore Press Holdings

SPOT THE TARGET

MARKETING

The basic discipline behind all sales, advertising or promotional activity is marketing. For any business, large or small, marketing can be simply divided into what is known as the "Four Ps" (match each one with its correct explanation):

Product

Price

Place

Promotion

name, function, performance, packaging etc.

overheads, competitive influences, profit margin etc.

sales activity, discounts, press and public relations, advertising etc.

direct sales, wholesale distribution, franchising, retail etc.



4 P'S

PEOPLE CHANGE. ADS CHANGE!



1895

WHEN IN DOUBT—"LOOK IT UP" IN
The
Encyclopaedia Britannica 1913

The Sum of Human Knowledge

29 volumes, 28,150 pages,
44,000,000 words of text.
Printed on thin, but strong
opaque India paper, each
volume but one inch in
thickness.

New 11th Edition issued 1910-11 by the
CAMBRIDGE UNIVERSITY PRESS (England)

THE BOOK TO ASK QUESTIONS OF FOR READING OR FOR STUDY

New TV-Phonograph
from PHILCO

True-Focus
17-Inch Picture
With 3-Speed Automatic
Super-Tone Phonograph

16-Inch Picture
'229'

Yours on EASY TERMS... at Your PHILCO DEALER!

1950

What do these ads say about how we have changed or how marketing has changed?

APPEALS THAT PERSUADE

Advertisers appeal to customers through words, pictures (static and moving) and sounds (voiceovers, music, sound effects). In some cases they will use scent and touch (especially in packaging) also.

They try to gain your attention and keep it and at the same time connect with your emotions.



Intelligence

Uses phrases such as, "Works better in poor driving conditions!"
Works better than what? And of course you want better and easier...

High Status

Associates product with entertainment and feelings of enjoyment.

Independence

Associates product use with friendship/acceptance.

Plain Folks

Use product and get high status, for those who enjoy and understand the "fine things in life." Snob appeal. Appeal to Excellence. "Only the best is good enough for me."

Unfinished comparison

Associates use of product with a well-known person.

Peer Approval

Associates product with smart people who can't be fooled by gimmicks

Hero/Celebrity endorsement

Associates use of product with increased sexual appeal.

Put Downs

Put down your competition's product to make your products seem better

Sexual attraction

"Good ol' boys like us believe in plain, good-quality items. None of this fancy stuff."

Entertainment

Associates product with people who can think and act for themselves

APPEALS THAT PERSUADE



Traditional Appeal

Be up-to-date, with the latest trend or fashion.

Outright Propaganda

The extras we will give you... if you just buy. Or the things that are loss makers to get you in the shop or to establish a relationship with the business.

Modern Appeal

Wait there's more

Are You Cool Enough? - if you don't use their products, you are a nerd. Uncool people try a product and suddenly become hip looking and do cool things.

Something for Nothing,
or More for Less

The product brings fun and excitement into ordinary situations.

Everyone Else Has One

The perfect ones! Hip, fashionable, attractive and pleasant looking -- and everyone seems to get along! Ideal kids and families represent the types of people that kids watching the ad would like themselves or their families to be

Ideal Kids/ Families

For those who don't want to stand out by being different. Join the crowd! Don't be left out! Everyone is buying it... aren't you?

Fun/ Excitement

Adverts that draw you in and make you feel good because of how 'good' the product makers or service firms are.

Heart Strings

We have made the best product for over one hundred years.. like the good old days.

Cool?

If the consumer does not buy this product they will become a social outcast.

APPEALS THAT PERSUADE



Guilt

Just by being funny they want you to buy.

Fear

The suggestion that some almost miraculous discovery makes the product exceptionally effective e.g. a special (secret) ingredient the chicken better.

Us verses Them

Saying that you are on a certain side against another group if you buy the product or agree with the advert.

Humour

Trying to make you feel bad or sorry so you buy.

Transfer

Trying to scare you into buying. You will feel secure if you get this.

Magic
Ingredients

Words and ideas with positive influences are used to suggest that the positive qualities should be associated with the product and the user e.g. a icecream maker shows fashionable people eating icecreams at a sunny seaside setting where there is a cool breeze.

TECHNIQUES THAT PERSUADE

Advertisers use various techniques to help their message get across. These techniques may enhance the emotional/persuasive appeals or persuasive techniques that they are making.

These are:

- Visual techniques
- Text techniques
- Sound and Music Techniques

VISUAL TECHNIQUES

This resource is available as a PDF on the PDF Resources page.

Looking at the Static Visual (Still Images)

How do they speak to you? Why has a particular idea been used? What is the composition of the advert like?

Art Style	What art style is being used – expressionism, cubism, surrealism, pop art, cultural influences/style, etc how does it influence the viewer?	
Art Medium	Paint, fabric, construction, textile, photography, computer generated, casting, sculpting, cartooning, drawing etc. how does the technique used influence the viewer?	
Angle	From what angle is the photo/art drawn or shot?	
Balance	How does one part of the advert balance the others?	
Colour	How is colour used to produce feelings or reactions	
Contrast	Deliberately making things different in some way (size, colour, shape) so they stand out or create interest.	
Detail	Are scenes simple or detailed? What impression does this give?	
Flow	After the eye has hit the focus point of the advert where does the eye flow next around the page? How has the artist used shapes, colours and the position of objects to get the eye to move easily around the advert?	
Focus	What is the central part of the advert? First place you look?	
Font	What type of font/ writing is used? Why?	

VISUAL TECHNIQUES

Framing	Often something is used to frame a photo – a shape or line of some type i.e. a branch, a doorframe etc	
Harmony	How do things (objects, scenes) flow together	
Graphic/Cartoons	What types of graphics are used? Are they done in a certain way to create a response in viewers? I.e. cartoons used to appeal to kids.	
Line & Shape & Form	Are certain types of shapes used a lot? Lots of angles, curves? What is the overall resulting form?	
Logo/Brand	A simple graphic that represents an organisation or group used to identify and to create or evoke feelings if well known.	
Montage	Have a number of photos, graphics been placed or edited together to create one picture?	

VISUAL TECHNIQUES

Placement	Has an object been advertised because it has been simply placed in another scene?	
Light	How has the use of light influenced the feelings or message? Is it mostly dark or light? What parts of the scene/subjects have been highlighted by light?	
Location	Where has the advert been placed? Is it on a page that has higher impact? Where is it on the page? What is it alongside?	
Proportion/Scale	Our some things deliberately appear larger or smaller than usual	
Subject	What is the focus point of the image? This is usually the focus. What is the main idea of the image?	
Space	What use has been made of white space to make the advert cleaner, easier to 'read'	
Symbol	Is there a symbol present in the picture where something is representing something else? If this is repeated a lot it is a motif.	
Texture	What types of textures come through in the visual forms? Why have they been used?	

TEXT TECHNIQUES



Alliteration	Use of chatty language or language that the target group responds to.
Clichés	Comparing one thing with another, it is the best!
Colloquial language	A word picture, you say something is something else or speak as though it is something else.
Comparatives Adjectives	Hackneyed phrase or opinion.
Compound words	Exclaiming to draw attention.
Exclamations	Repeating for effect of same letter or sound in words or phrases.
Hyperbole – Weasel words	Makes it seem urgent to buy.
Imperatives	Statement exaggerated for special effect. To grab attention. Words that can mislead viewers "New, better tasting....."
Jargon Words or expressions	Made up of two words.
Metaphors	Humorous use of word to suggest different meanings, or of words of same sound with different meanings.
Omission	Newly- coined word.
Neologisms	What words are missing? Where advertisers don't give you the full story about their product.
Puns	Asked not for information but to produce effect.
Rhetorical questions	Used by particular group or profession.

TEXT TECHNIQUES

Repetition

Using numbers or facts to back up claims

Rhyme

Short catchy phrase used in advertising.

Statistics

Is there a pattern to the syllables and word... a beat?

Rhythm

Painting a picture with words – adjectives – use of senses

Symbols/Motifs

Comparison of one thing with another, (a thing is like something else).

Similes

Sound pattern makes it easier to remember.

Slogans

From which point-of-view is it written? Is it focusing straight as I/me, or narrative (story)? Is it written from one person's point-of-view?

Viewpoint

Using symbols where one thing represents something else.. a feeling, a way of thinking or an idea. If a symbol is repeated a lot this is a motif.



Word Images

The most important words stand out because you see them often.
Same advert repeated or different 'mini' adverts in same advert break.

OXYMORON

Act naturally
Found missing
Advanced Basic
Genuine Imitation
Airline food
Good grief
Same difference
Almost exactly
Government Organisation
Sanitary landfill
Alone together
Legally drunk
Silent scream
Living dead
Business ethics
Soft rock
Butt head

Military Intelligence
New classic
Childproof
Now then...
Synthetic natural gas
Passive aggression
Taped live
Clearly Misunderstood
Peace force
Extinct life
Temporary tax increase
Plastic glasses
Computer security
Political science
Tight slacks
Definite maybe
Pretty ugly
Resident alien
Diet ice cream
Working vacation
Exact estimate

Can you find more?

Can you find an ad using these?

Turn an oxymoron into a poster

SOUND & MUSIC TECHNIQUES

Stress/ Tone	Making words sounds more emphasised (louder, longer, stressed), sound of voices (warm, positive, negative)	
Pace	What is the pace of the music/voice? Does it change? Why?	
Volume	What is the volume of Ads like? Does this change?	
Sound	Sounds Good - music and other sound effects advert to the excitement of commercials, especially commercials aimed at kids.	

Example: Make the ad louder than programs it breaks into.

ADVERT SPEAK

Yet to decide
what goes
here!

VIEWING ADS

Find some Youtube video ads and study them for the techniques they have used. Pull them apart, dissect them and see how they are trying to persuade people. Present your findings to others. Have a "Parents Night" where you present your findings and educate your parents.

PACKAGING

Yet to decide what goes here

MAKE AN AD

DEPENDING ON TIME CHOOSE AN APPROPRIATE MEDIA

1. Create a Radio Ad. Record in Garageband.

OR

2. Create a Video Ad. Shoot your add (Can use digital cameras or digital video camera). Download to iMovie for the final touches.

Process

Decide your product.

Decide your target audience.

Brainstorm (Green Hat) ideas for an add - a way to grab attention

Choose the best by voting.

Look over the various techniques. Which ones would be best to use in your add?

Write your storyboard. Get this checked out. Focus on good movie shooting or recording techniques and script.

30 secs only

ADVERTISING MAP

Create a visual representation of where advertising appears in their environment. Decide an area to map (e.g., your room, school, a small neighborhood, etc.). Now decide how you will count ads and how to represent the data found. For example, you might create a color-coded blueprint of the school building to indicate the number of ads per square metre.

Follow up questions: How did you define "ad"? Where was advertising most common and what were the ads for? Can you draw any general conclusions about the prevalence or absence of advertising in your environment?

FALSE CLAIMS

TRUTH?

Throughout this unit, as in any inquiry unit, focus on "truth" and "authenticity" of the information presented. Evaluate the websites and books, look for publishing dates to decide relevance and claims that may be true or false.

Check out the information literacy resources available [here](#) for judging authenticity.

RESOURCES

in2edu.com "advertising" delicious collection.... [click here](#).

PDF RESOURCES

Advert Mania

Advertisements and You

Looking at the Static Visual (Still Images)

How do they speak to you? Why has a particular idea been used? What is the composition of the advert like?

Art Style	What art style is being used – expressionism, cubism, surrealism, pop art, cultural influences/style, etc how does it influence the viewer?	
Media	Paint, fabric, construction, textile, photography, computer generated, casting, etc. how does the technique used influence the	
	to/art drawn or shot?	
	advert balance the others?	
	your feelings or reactions	



Click to open a resource for a range of activities in an advertising unit.



Click to open a resource for Multiple Intelligences Advertising Activities

SOURCES

Books

Selling the dream By John McDonald Hood

Websites

Cococola statistics of consumption

Whittakers chocolate adds

NZ online add spend

Images

Images in this document are credited to wikipedia unless otherwise stated.