

MARKETING

ADVERTISING

Introduction into Advertising.
Explore the fundamentals of
advertising, terminology, key
elements and analysis.





lesson objective

We will learn how print advertisements are constructed for particular purposes.



success criteria

I can...

- List some places where advertising occurs.
- Explain some of the benefits and problems associated with advertising.
- Identify three characteristics of a target audience.
- Identify and explain the six main parts of a print advertisement.
- Explain what each letter in the AIDA theory stands for and list some ways that advertisers achieve each.





Think, Pair, Share

In 2022, throughout the world, it seems that advertising is ubiquitous. (existing or being everywhere, especially at the same time.)

Think about all the things you do and places you go in a normal week.

Discuss with a partner then make a list of all the places that you would encounter advertising.

some places you may have noted...

Social media

Billboards, signs and posters

Radio

Television / Cinema

Transport e.g. cars, buses, trains

Bus stops or train stations

Stadiums / sports grounds

Receipts

Apps and gaming

Shopping Centres

TV shows, movies and music videos

In cover pages of books

Magazines and newspapers

Junk mail

SMS or email

Who is involved in advertising?

There are many people involved in making decisions about what goes into the ads we see.
The main three groups of people who are involved are as follows:



The Seller

Pays for the ads that promote their product or service



The Advertising Agency

Creates the ads for the seller to appeal to a specific audience.



The Publisher or Producer

Selects and integrates ads into magazines, radio programmes and TV shows.

Discussion Questions:

Whether it is on TV, the radio, in magazines or online, we know that we are exposed to a lot of advertising in our lives.

- 1 Write down three **benefits** that come from advertising.
- 2 Write down three **problems** that advertising might create.
- 3 Why do you think we might need to **study the techniques** of advertising in English class?



Target Audience



What is a Target Audience?

A specific group of people with shared characteristics who are most likely to be interested in certain products or services.

If adverts are targeted at an ideal customer they are more likely to sell their product.

Identifying a Target Audience

Consider some of the characteristics they might share including:



Gender

male, female, all genders

Age

0-15 16-25 26-45 46-60
60+

Relationship Status

single, couples, married

Income Level

low, medium, high

Hobbies

gardening, playing
basketball, craft

Geography

town, city, country,
climate

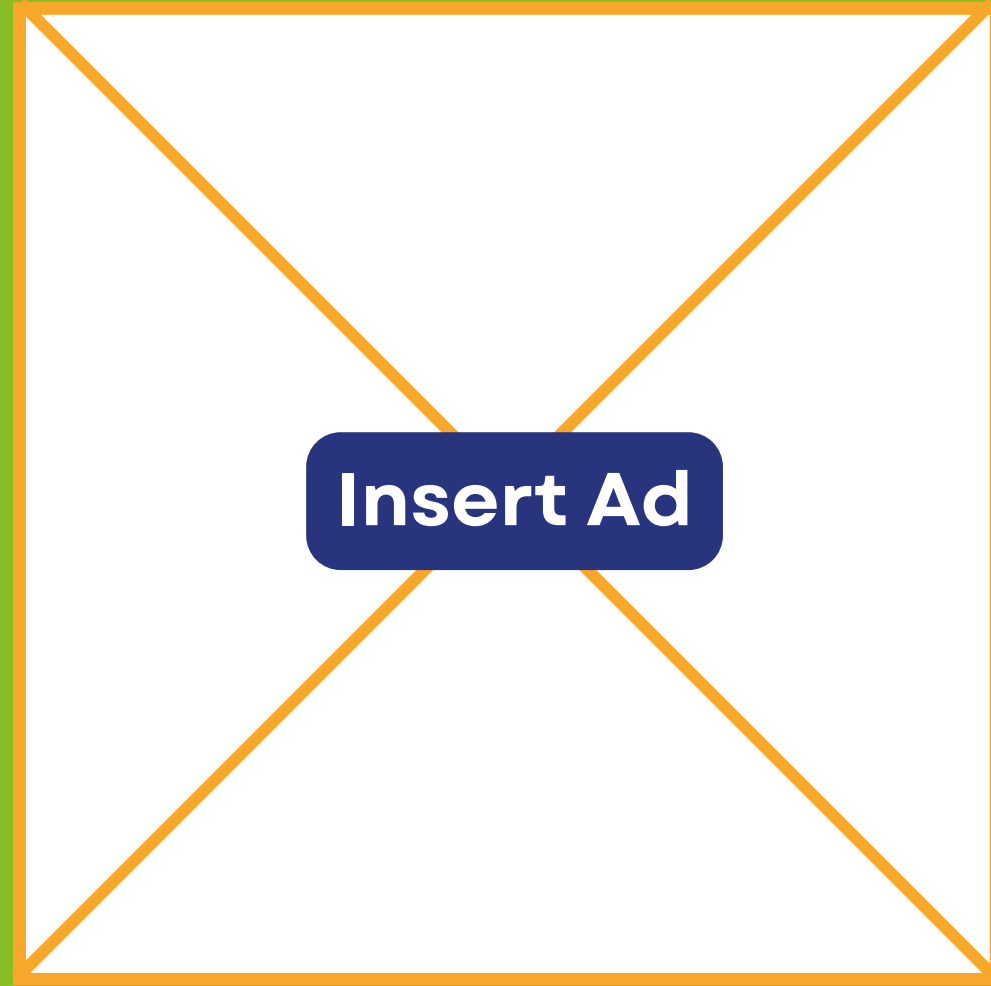
Occupation

businessman,
tradesman, nurse

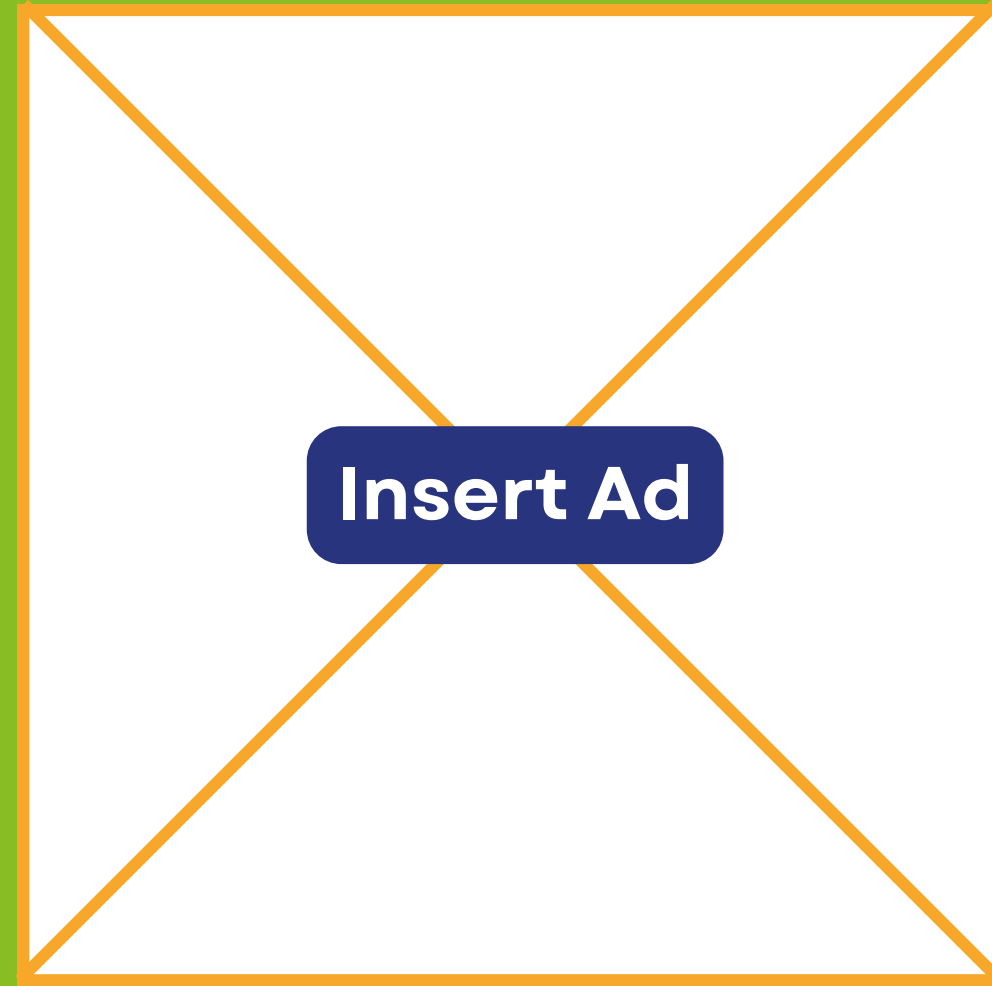
Wants and Needs

be healthy, happy, loved,
successful

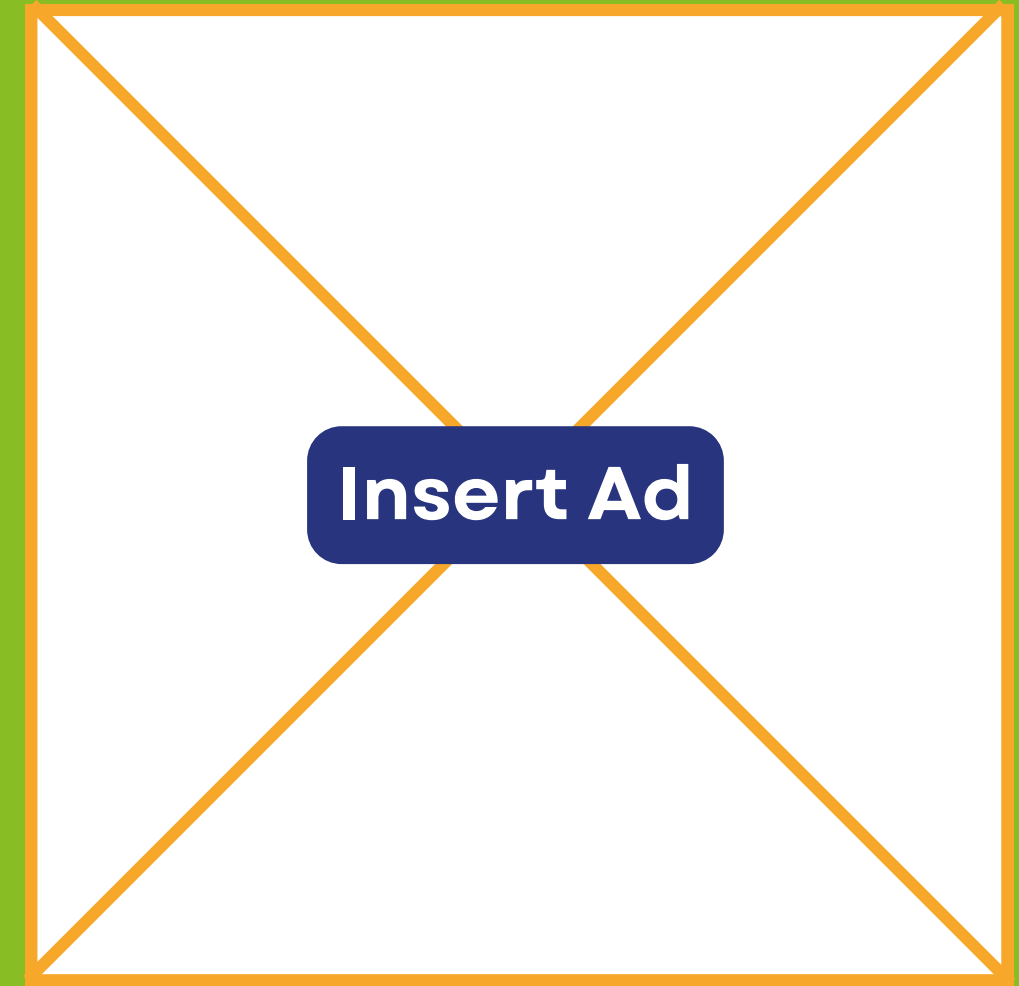
Examples of Target Audiences:



Parents of toddlers, aged 20-40 who value their child's health, safety and happiness.

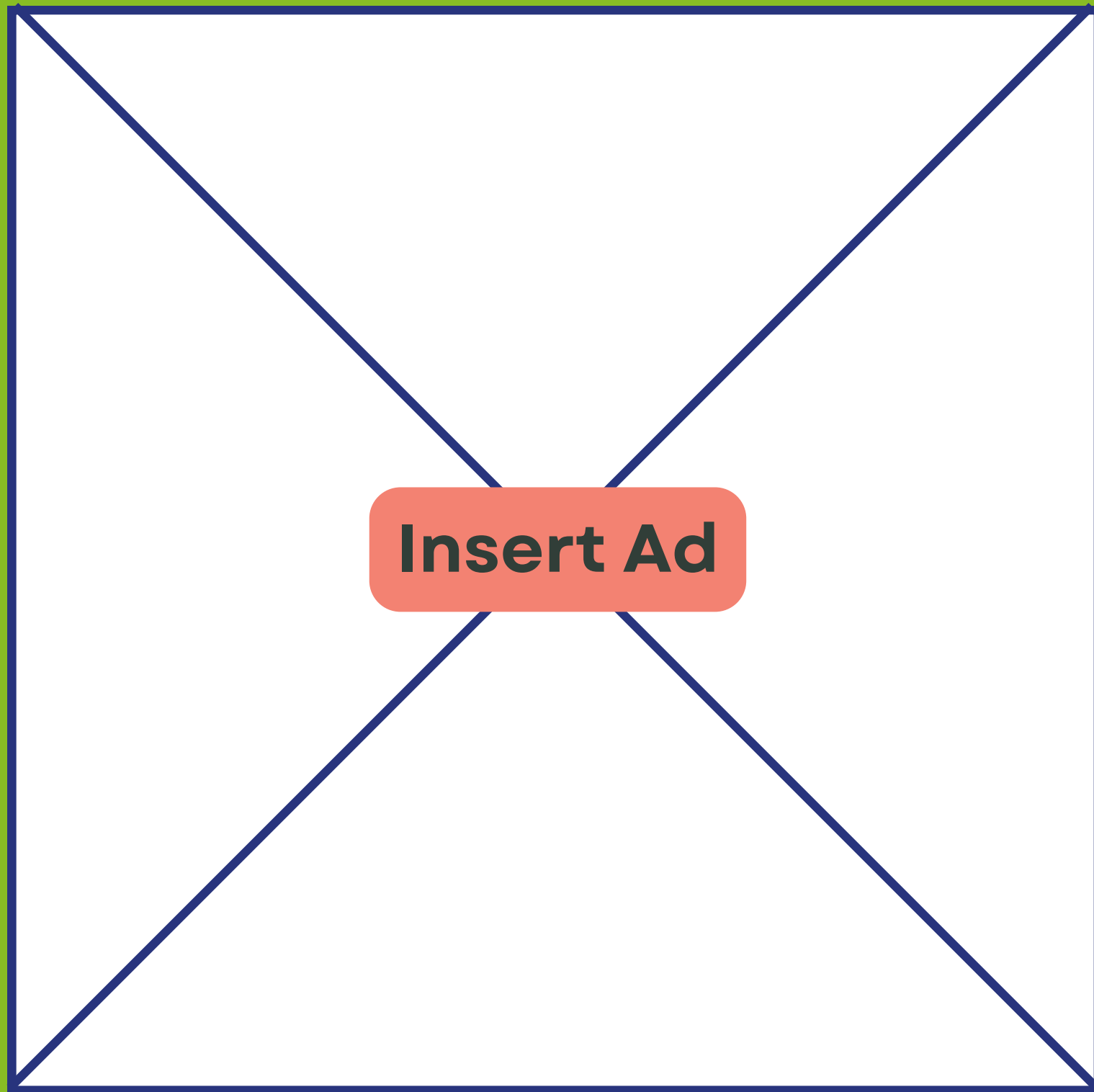


Middle aged women who value being healthy and feeling good about themselves.



Male surfers, aged 18-30 who value belonging to the surfing community.





Your Turn

Who do you think the target audience might be for this ad?

Give at least three characteristics.





Parts of an advertisement

What is a print advertisement?

An advertisement is a text that promotes a product, service or event.

Advertisements are all around us. They can be on television, radio, social media, in apps and gaming, on transport, at sports grounds, on billboards, in shopping centres, on receipts, magazines, newspapers and many more places.

A print advertisement refers to a still image - the types of ads commonly found in magazines, or on posters or billboards.



Headline

A headline in advertising **grabs a reader's attention** much like a newspaper's headline.

An advertising headline is designed to be the **first thing** the potential customer reads so it should be **bold** and attention-grabbing.

Become the King of the Streets



The all new Borcelle trainers are both comfortable and stylish. With three flashy colour options and great quality materials for ultimate comfort your feet will never feel the same.



Too fast.
Too strong.

Body Copy

Headlines are usually followed by body copy, which refers to the **main paragraph** or line of text in an ad.

It is a **small story**, separate from the slogan, logo and caption that **gives further detail** about a product.

Logo

A **symbol** or design used by a company.

Audiences can quickly and easily **recognise a company** they know by its logo.

The logo can be **symbolic** and present an idea about the company.

Become the King of the Streets



The all new Borcelle trainers are both comfortable and stylish. With three flashy colour options and great quality materials for ultimate comfort your feet will never feel the same.



Too fast.
Too strong.

Image

Images can reveal information **visually** without using words.

They are usually **large** and **eye-catching**.

The placement is crucial as readers will scan and digest an ad within seconds.

slogan

A slogan is a **memorable motto** that is used in advertising so audiences can easily identify a company

The slogan should be **short, catchy and memorable**. Positive feelings can be created by using a slogan.

Become the King of the Streets



The all new Borcelle trainers are both comfortable and stylish. With three flashy colour options and great quality materials for ultimate comfort your feet will never feel the same.

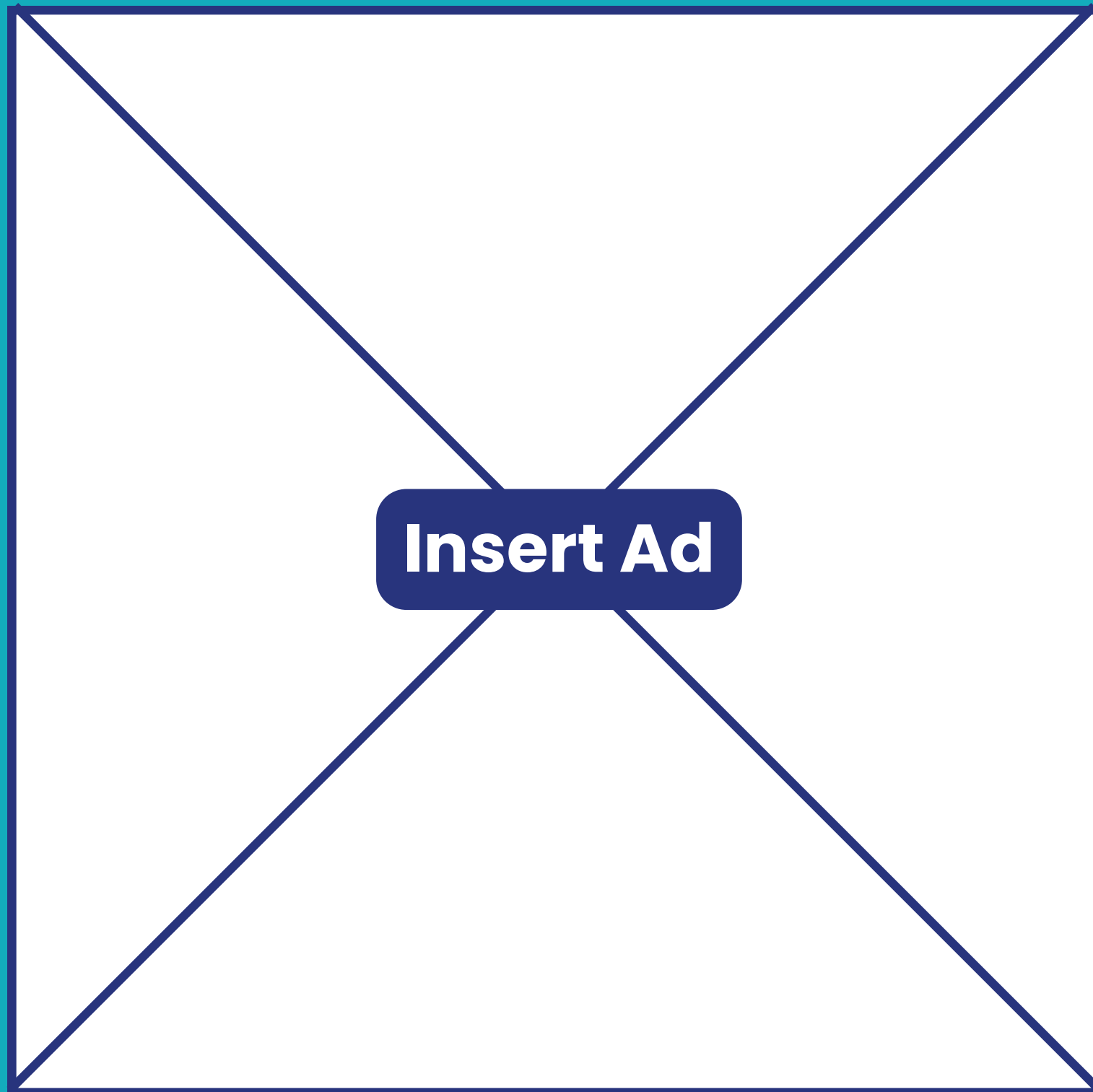


Too fast.
Too strong.

Signature

A signature is the **name of the advertiser** or company which is usually placed at the **bottom** of an ad.

These days **web addresses** are used more and more as the signature for an ad.



Your Turn

Label the following features on the advertisement:

- Headline
- Body Copy
- Logo
- Signature
- Image
- Slogan



The aida theory



What is the AIDA Theory?

The AIDA theory considers the stages that an individual goes through during the process of purchasing a product or service. An effective ad will do all four of the following:

Attract **Attention**

What the ad does to grab the attention of the target audience.



Maintain **Interest**

How the ad holds the audience's interest so they will remember the product.



Create **Desire**

How the ad appeals to what the audience wants, needs or values.



Take **Action**

What specific steps the audience is encouraged to take.



Attention

A print ad in a magazine must make readers stop flicking through the pages and take notice of the product, brand or service being advertised. Some of the ways ads can do this are as follows:



1

Surprise

Creating shock in advertisements through unusual, unexpected or humorous images.

2

Something Sensory

A scratch-and-sniff, a 'lift-the-flap', a sample attached, flip the magazine upside-down

3

Colour

Certain colours and combinations of colours can grab our attention.

4

Humour

Sometimes through surprising language or a pun in the headline

Interest

A print ad in a magazine must make readers stop flicking through the pages and take notice of the product, brand or service being advertised. Some of the ways ads can do this are as follows:



Celebrity Endorsement

Using celebrities who appeal to the audience to endorse products.

Direct Address

Using the word 'you' to create a personal connection.

Numbered Lists

Makes the audience interested by listing the features of the product.

Rhetorical Questions

Asking specific questions that imply an answer.

Jargon

Using subject specific language to seem like experts in their field.

'New' or 'Improved'

Use these words to make your audience curious.



Desire

Advertising is most effective when it appeals to our desires or our fears.
What are some things that most humans value or desire?

Health

Love

Entertainment

Life

Rest

Friends

Wealth

Sustainability

Travel

Family

Beauty

Good food

Comfort

Talent

Trends

Excitement

Cleanliness

Fun

Technology

Safety

Action

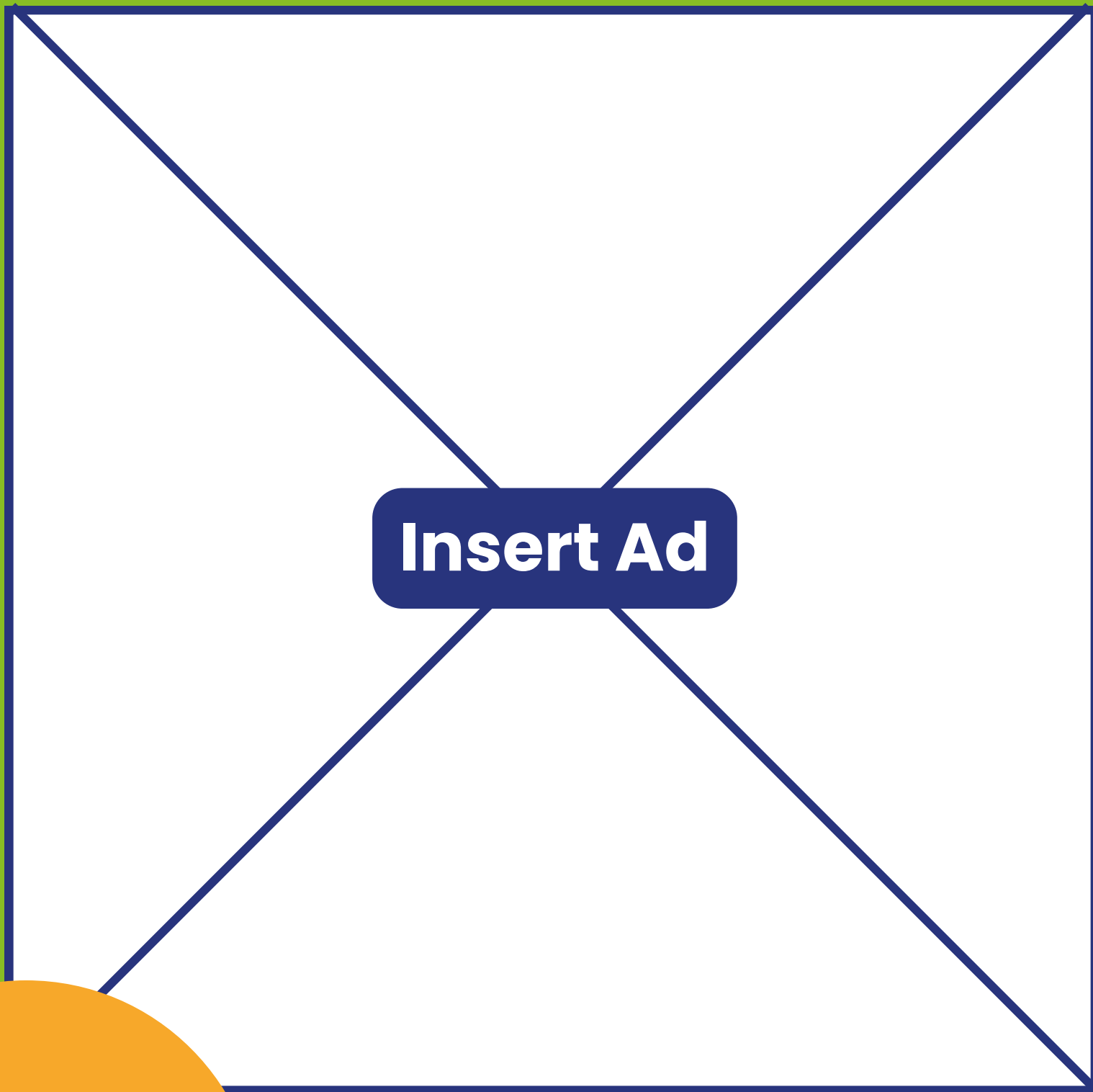
The advertisement must encourage the audience to take some action as a result of viewing the ad. The most obvious action would be to get them to purchase the product or use the service. Ads can encourage direct action by:



Showing the product as it would look on the shelf in the stores.



Including a website, phone number, QR code or street address.



Your Turn

Go through the list of features under each part of AIDA and make notes on the following:

- How does the ad attract attention?
- How does it hold our interest?
- What desires does the ad appeal to?
- How does it encourage the audience to take action?



Analysing an advertisement

key details

Name of product or service:

Name of company or organisation:

Who do you think the target audience might be for this particular advertisement? Consider characteristics such as age, gender, income level, relationship status, hobbies, geography/location, occupation, wants and needs.

The AIDA theory

A How does the advertisement initially grab your **attention**? Consider whether it contains shocking/surprising elements, eye-catching colours, humour or something sensory.

I How does the advertisement hold your **interest**? Consider whether it uses celebrity endorsement, direct address, numbered lists, rhetorical questions, jargon, the words 'new' or 'improved' or any other techniques.

D How does the advertisement appeal to your **desires** or fears? Remember to consider the values being promoted in the advertisement.

A How does the advertisement encourage you to take **action** and go out and buy the product? Consider whether they've shown an image of the product as it appears on the shelf or given a web address or store location as part of the signature.

Symbolic codes

Techniques	Effect
<p>Describe the following where applicable then consider the effect:</p> <ul style="list-style-type: none">• Body language (facial expression, gaze, gesture, posture)• Clothing• Colour and lighting• Props or objects• Setting	

Written codes

Techniques	Effect
<p>Describe the following where applicable then consider the effect:</p> <ul style="list-style-type: none">• Headline• Body copy• Slogan• Word choice and connotations• Font size and style• Persuasive devices e.g. rhetorical question, direct address, jargon, tricolon, pun, alliteration, emotive language etc.	

Technical codes

Techniques	Effect
<p>Describe the following where applicable then consider the effect:</p> <ul style="list-style-type: none">• Camera shot type and angle• Composition / arrangement e.g. salience, size, foreground and background• Juxtaposition• Framing• Special effects	

Advertising Terminology

- Premium Offers
- Cross Promotion
- Target audience
- Testimonials
- Association
- Celebrity Endorsement
- Product Placement
- Bandwagon Effect
- Prime Time

Match up the following advertising terms with their definitions.



When advertisers attempt to associate their product with the people, values and lifestyles depicted in the ads



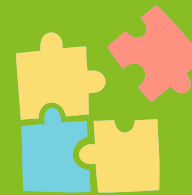
Sales pitches by celebrities or people with status who use their fame to help promote a product or service.



The peak time at which a radio or TV audience is expected to be highest.



A psychological phenomenon in which people do something primarily because other people are doing it, regardless of their own beliefs.



A promotion technique in which products are offered to customers as a 'bundled' package (two or more) at a lower price of the combined products.



When a company pays for its branded product to be placed in a noticeable position in a film or TV programme so that it gains exposure.



Written or spoken statements from ordinary people, recommending a certain product.



This occurs when customers of one product or service are targeted with promotion of a related product.



The group or demographic most likely to buy the product or use the service.

See you next time!