



# Did you know?

- Ad spending in 2013 topped \$500 billion for the first time. That's \$90 for each person living in the markets.
- This year at SuperBowl, a 30-second spot is an eye-popping \$4 million while a 60-second spot goes for \$8 million.
- At least 95% of Google's total revenue comes from advertising (this, of course, includes YouTube).
- The top three video ads of 2006 earned a combined 244,395 shares. In 2013 the top three generated a total of more than 12 million shares - an increase of almost 5000%.
- A York University study revealed that U.S. pharmaceutical companies spend twice as much on advertising as they do on research.
- By the time a person in the United States is 65 years old, he would have seen an estimated two million television commercials

# What is advertising?

American Marketing Association: "advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor".

The strongest expression of mass culture, a cultural industry

# What is it about?

- Informing the public about a product;
- Attracting the attention;
- Motivating the consumer to action;
- Stimulating markets;
- Supporting the business community;
- Establishing and maintaining a lasting relationship between the consumer and a company;

# And also,

- Persuasion
- Shaping attitudes
- Fostering consumer culture
- Establishing standards of behaviour and lifestyle
- Entertainment

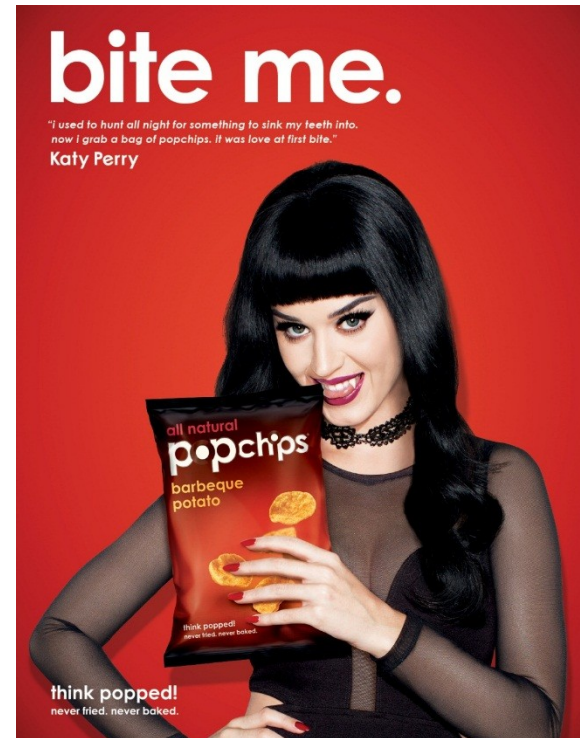
# Who communicates?

Personas

Celebrities

Models

<http://www.youtube.com/watch?v=dHLCc4oztsc>



- Icons



## Real life people



New Dove Firming.  
As tested on real curves.



## Products as characters



OPEN TO US ONLY. AUSTRALIAN & NEW ZEALAND RESIDENTS 18 YEARS OR OLDER SINGLE PRIZE POOL. LAST ENTRY CLOSES 8AM AEST/08:00 SYDNEY TIME. SEE PICKS FOR ENTRY INSTRUCTIONS.

# Who is the audience?

- Demographics
- Psychographics
- Usage Rate/ Behaviour
- Benefits







# Where and why there?

Comparing Cost Per 1,000 Impressions (CPM)



Print? Television? Radio?  
Internet? Direct mail?

ATL or BTL?

Indoor or Outdoor?

Cable TV or Broadcast  
TV?

Newspaper or Magazine?

Often and cheap is really  
better than rarely but  
expensive?

# Keep in mind that:

1. It must reach the largest number of people possible.
2. It must reach the TARGET.
2. It must attract their attention.
3. It must be economical.
4. It must suit the product.
5. It must convey the message in the best way possible.

# Shaping the message

- Historical context

[http://adsoftheworld.com/media/tv/association for assistance to handicapped children moon](http://adsoftheworld.com/media/tv/association_for_assistance_to_handicapped_children_moon)

# Cultural context and cultural preoccupations :

<http://www.youtube.com/watch?v=nnsSUqgkDwU>



size doesn't matter.  
She's lying.

Super Star® with cheese

**Carl's Jr.** It's gonna get messy.

*Bread is life.*

most flavorful

**Chiquita**



OLAY

You can't stop menopause.  
But you can have skin that looks too young for it.

See total effects. Active Skin Therapy. A Vitamin complex  
and added soy. For intense moisture. To fight signs of aging  
and firmability. Use the gel, and/or with derma-essence.

total effects

OLAY total effects  
OLAY total effects

A close-up portrait of a woman with short, wavy, grey hair. She has a soft smile and is looking slightly to the right. The background is dark. In the bottom right corner, there are two Olay Total Effects product containers: a tube and a jar. The Olay logo is prominently displayed at the top right of the image.



A **First** SMILE  
CAN TURN INTO  
A LIFETIME OF HAPPINESS

BE READY WITH **First Impressions**  
TriVive

WHITER TEETH, FRESHER BREATH, AND  
A CONFIDENT SMILE



If you aren't totally clean, you are filthy.



# Cultural myths


iPhone  
3G

Twice as fast. Half the price.\*



ABOUT AXE | AXE PRODUCTS | AXE HELP | AXE ARCHIVE | AXE

SPRAY MORE  
GET MORE  
THE AXE EFFECT  
CLICK HERE



SPRAY MORE  
GET MORE

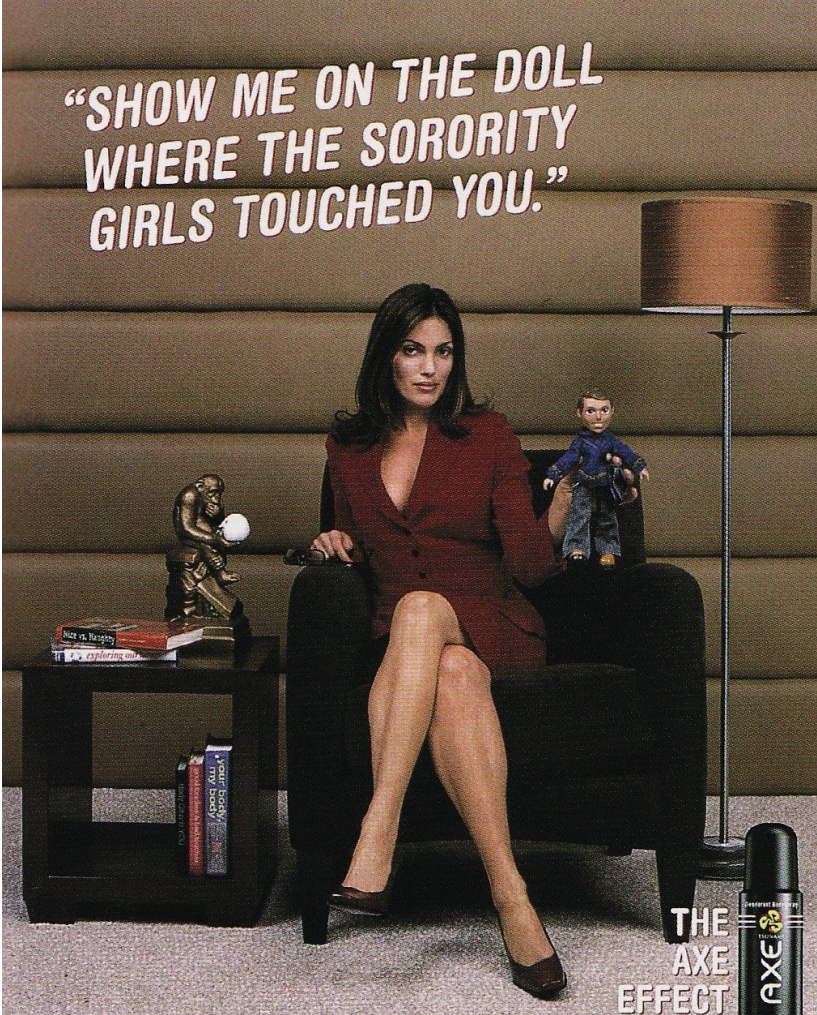
PRIVACY POLICY | TERMS OF USE | CONTACT AXE | REGISTER

LOSE THE FLAKES  
*Get the Girls*



AXE

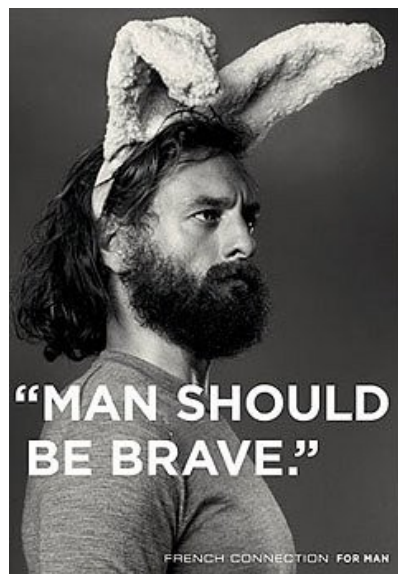
“SHOW ME ON THE DOLL  
WHERE THE SORORITY  
GIRLS TOUCHED YOU.”



THE  
AXE  
EFFECT

AXE

# Stereotypes



# What sort of world do they portray?

- Material: <http://www.youtube.com/watch?v=QJUawVULURM>
- Uncomplicated: <http://www.youtube.com/watch?v=kMPF-XMyN7g>
- Immediate gratification: <http://www.youtube.com/watch?v=stxc5W6Za2s>
- Self absorbed: <http://www.youtube.com/watch?v=g47ODUi8LoE>
- Competitive: <http://www.youtube.com/watch?v=kaF6FxmJk>

# Limits

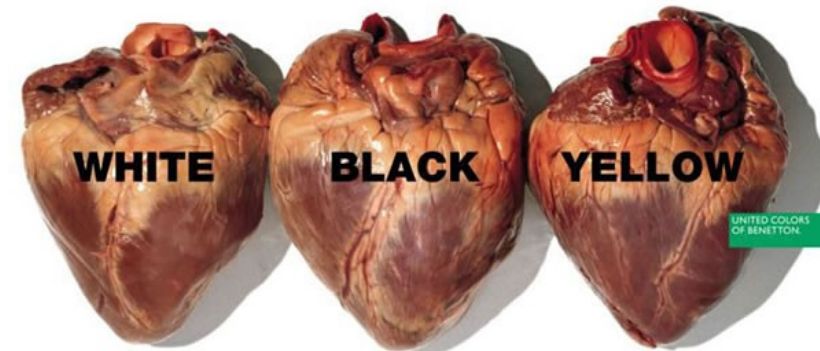
- Comparative advertising
- Children advertising
- Alcohol advertising
- Tobacco advertising

# Genre

- In order to be easily recognizable, advertisements borrow from established genres.
- It follows the problem – solution-order pattern;

# Techniques

- Pathos: an appeal to emotion
- Logos: an appeal to logic or reason
- Ethos: an appeal to credibility or character.



# Wise choice of words

Commencement: now, suddenly

Convenience: easy, quick

Transformational: sensational, magic, revolutionary

Directives: compare, hurry

Customer advantage: bargain, offer, free



# Sound

- <http://www.youtube.com/watch?v=wCO2bc5OzcM>
- <http://www.youtube.com/watch?v=zAGRVQG2dyc>

# Image





Thank you!