

ADVERTISING APPROACHES

As mass media developed (mostly during the 20th century), new media appeared on the scene, challenging advertisers to create advertisements suited to each new medium. For example, when television emerged as the newest medium, a product previously advertised on radio could now be advertised on television as well. Advertisers developed new ads that allowed viewers to not only hear the product described, but to also see the product being advertised.

During the same period, developments in manufacturing resulted in a constant increase in the



amount and the variety of products available to the consumer, often making it difficult to choose between competing brands. Also, scientific study into human behavior provided advertisers with new ideas for selling their products and services.

As media developed, the **approaches** that advertisers could take to advertising also developed. The following list identifies a few of these approaches.

- Inform**
- Capture Attention**
- Repeat**
- Associate**
- Promote Benefits**
- Exploit subconscious motivations**
- Entertain**

INFORM The most basic advertising approach is to simply deliver an informative message. Signs and fliers that do little more than identify prices are examples of this approach. Text-rich magazine ads that simply explain the unique features of a product or service are another example. This approach is most effective when a product or service is unique or so new that competing brands haven't yet appeared. In this situation, advertisers may feel that simply informing the buyer about the product will be enough

CAPTURE ATTENTION All advertisers want to capture your attention. The simplest approach is to use elements that capture your senses. Eye-catching fonts (lettering) and layouts, illustrations, dramatic photos and clever use of white space (blank areas that help focus attention on the key message or image) can catch the viewer's eye. Similarly, interesting or loud sounds, voices or music can catch the listener's ear.

REPEAT An advertiser can give added impact to a product or company name, or a short message in an ad by repeating the message or title several times. [Click here](#) to watch how this technique was used in a TV ad from the 1970s. Then [click here](#) for a more recent example.

ASSOCIATE Advertisers often include images of famous, beautiful, popular or successful people in ads. This strategy makes a connection between the consumer and a celebrity, status, a desired lifestyle and more. Products are often associated with qualities like luxury, attractiveness, excitement and youth, as well as with sex, power and success.

PROMOTE BENEFITS When many similar products at similar prices compete for the buyer's attention, simply informing consumers about features and price does not make one product or brand stand out from the competition. Ads that focus on the benefits that a product may provide the consumer enables the

advertiser to sound different from the competition. The benefits of Product A might be exactly the same as other competitive brands, but if Product A is the only one advertising specific benefits, the public often assumes that only Product A offers those benefits.

EXPLOIT SUBCONSCIOUS MOTIVATIONS In the 20th century, the work of psychiatrist Sigmund Freud resulted in a fascination with subconscious motivations or reasons behind human behaviour. Advertisers researched the motivations that subconsciously push consumers to make buying decisions. For example, they found that, while a 1930s housewife would spend no more than a dollar for a bar of soap that promised clean hands and face, she would spend several dollars for a soap that advertised ingredients to make her beautiful. The motivation to be beautiful is more powerful than the motivation to be clean. Ads for cars, beer, razors, fragrances and many other

products successfully appeal to our subconscious motivations to be popular and beautiful. Other powerful motivations include the desire to be loved, to be powerful, to feel safe, and to have more than your neighbors.

ENTERTAIN One way that advertisers can capture our

attention is to entertain us. We are more likely to watch and remember ads that entertained us. Cute, humorous, clever ads can create positive memories of a product or even a company. One of the best examples of entertaining ads is the annual collection of Super Bowl Sunday ads,

which have become so popular that people seek them out on YouTube after the event. Canadians do not see these ads when we watch the Super Bowl, but many of us look for them online.

Assignment: Advertising Approaches

Your task is to find **seven advertisements** that will act as examples of each type of advertising approach. The ads you choose can be images, videos or TV commercials (YouTube is a great source!). If you want to use a radio commercial and have the ability to record it, then a sound file can also work. For each example identify the approach used by the ad, and **explain how** it uses that particular approach.

Your assignment may be in the form of a PowerPoint or Prezi presentation, a Word document or a video/slideshow. You must provide a citation or reference for every ad. A URL (link) is all you need.

When your assignment is complete, check it over and make any necessary revisions and corrections. Then, submit it to your student directory

Before you begin, click here to read the rubric that shows how you can earn full marks.