

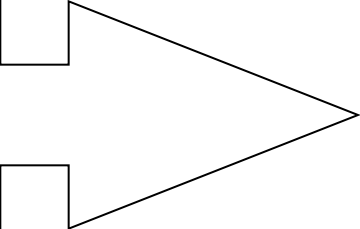
How to Read an AD





When reading an ad,
examine the following:

- Point of view
- Position
- Posture
- Person speaking

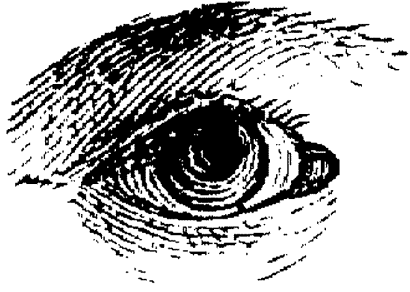


4 p's



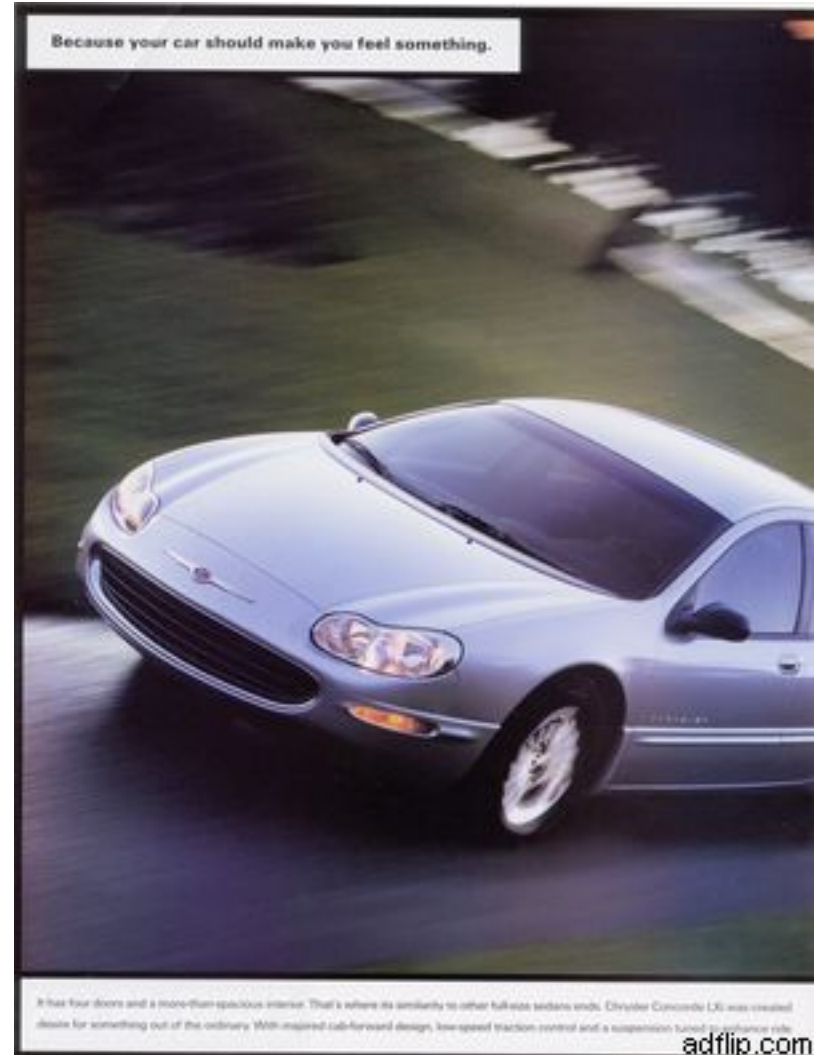
Point of View

- What is the camera angle?
- What is the advertiser trying to say through the camera angle?



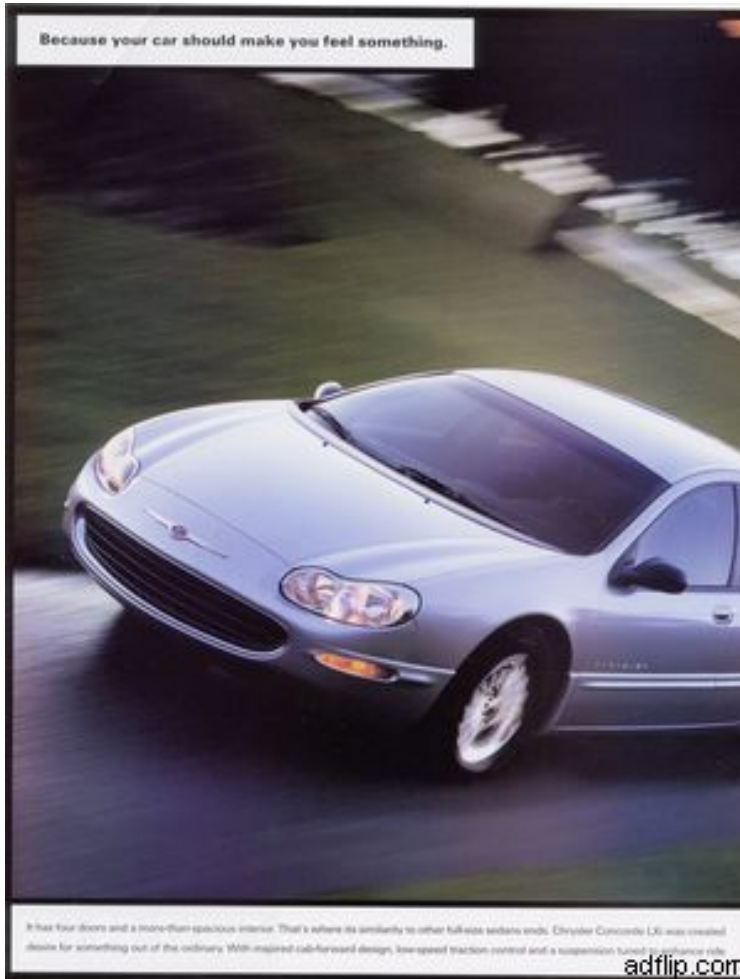
Point of View

- What might the up angle of this ad suggest?





Point of View



- Up angles can be used to suggest power, prestige, and success.
- Can you think of another ad which uses camera angles to convey an idea about a product?



Point of View

- What might the angle of this ad suggest?

The devil's in the details.
(Sound like fun?)

optional 130-horsepower
16-valve SOHC Zetec, smile-cool. 2

easy-access trunk release positioned
next to instrument cluster

tilt/telescopic steering
wheel adjusts to driver
optional

make-it-through-the
car-wash-alive
center-mounted antenna

60/40 split/fold
rear seat, apartment
hopping made easy

rover (the euro version)
1995 European car of
the year

22.5 cubic feet of cargo space
enough room for a few hundred
back issues of *Ward's* *Auto*

tight turning radius, u-turn your way
through the worst set of directions

stereo placed above climate controls
(priorities, priorities) the coded
facepiece also pops out and into
your pocket, stereojackers beware.

optional side airbags* help
protect head, neck and thorax
(even if you don't know what
a thorax is exactly.)

*Always wear your safety seat and always
obey the law. Thank you.

room for tips, without
the annoying hump in back

15" aluminum wheels
come standard

control blade multilink
independent rear suspension

can estimate 25 mpg/city, 33 mpg/highway*
provided you aren't attempting a land speed record.

*Based on 1997 EPA fuel economy estimates.

introducing **focus** 
adflip.com



Position

- Where is the product placed in the advertisement?
- Why is it placed there?



Position

- Where is the product placed?
- Why is it placed there?

Refreshment time
... after school

Drink
Coca-Cola
Delicious and
Refreshing

THIRST KNOWS NO SEASON
AT THE SODA FOUNTAIN

After school there's a pause, when work ends and play begins. At bright, inviting fountains this welcome pause becomes the still more welcome pause that refreshes with ice-cold Coca-Cola.

P.S. It's the refreshing thing to do because ice-cold Coca-Cola is pure and wholesome refreshment pure as sunlight.

adflip.com



Position



- The product is placed in the center of the action.
- This product's placement helps to suggest that it is an important part of having a good time.



Position

- Where is the product placed?
- Why is it placed there?





Posture

- How do the actors carry themselves in the advertisement?
- What do their facial expressions and bodily movements suggest about the product being advertised?



Posture

- What is the facial expression and body language of the actor?
- What ideas does his expression and body language convey about the product?





Posture

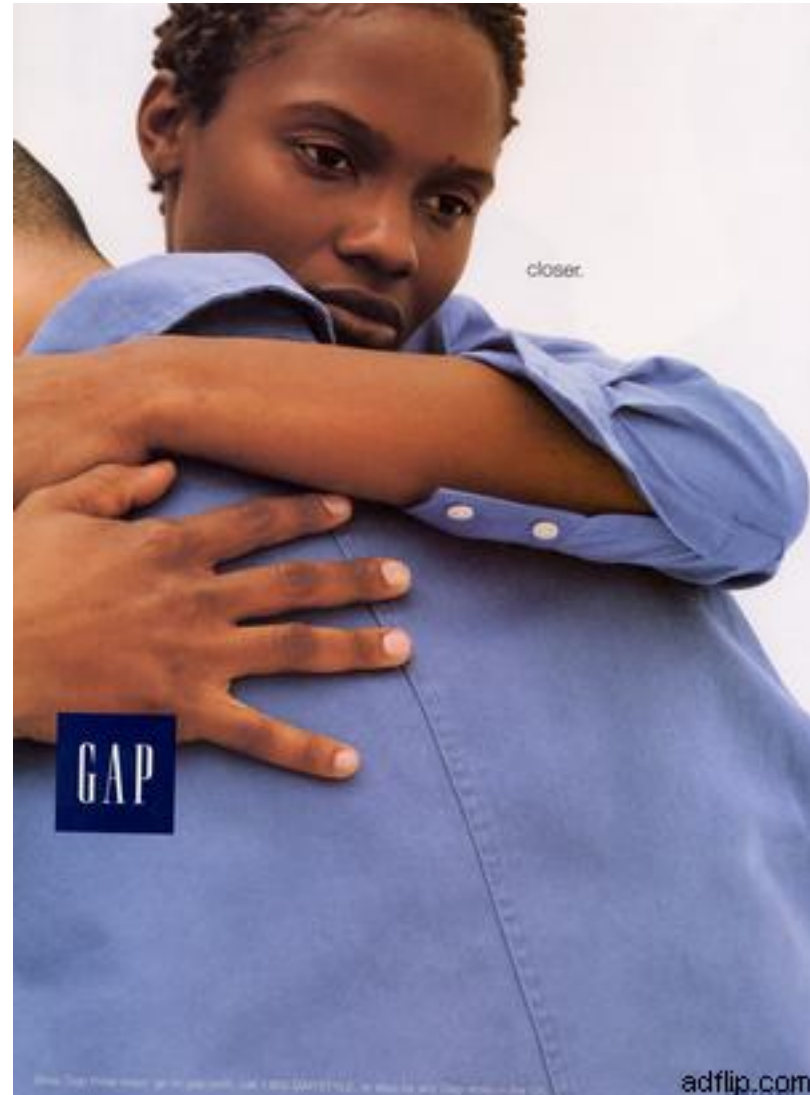


- The actor has a happy, excited look on his face. His body suggests energetic movement.
- The expression and movement work together to show that this product is fun and exciting.



Posture

- What is the facial expression and body language of the actors?
- What ideas does the expression and body language convey about the product?





Person Speaking

- Who is speaking in the ad?
- Why was the particular speaker chosen?



Person Speaking

- Who is speaking in the following ad?
- Why was this person chosen?





Person Speaking



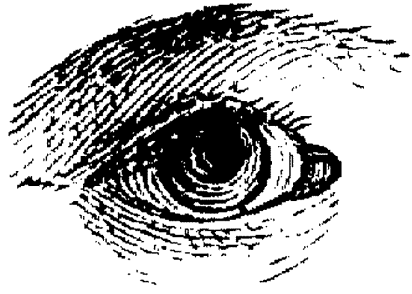
- Here a fictional mother is speaking to her daughter.
- People tend to trust advice from their mothers, so a mother is used to add credibility to the product.



Person Speaking

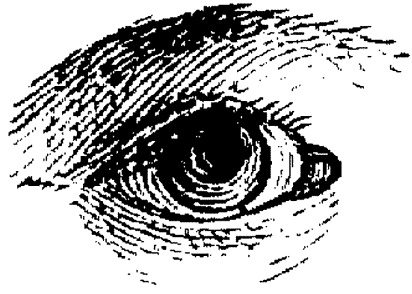
- Who is speaking in the following ad?
- Why was this person chosen?





Is that all?

- One can certainly find more things to analyze, such as the wording, music, and motion, when trying to figure out the meaning behind an advertisement. This activity was simply a starting point.
- Use what you learned to analyze two of the four ads on the next slide.

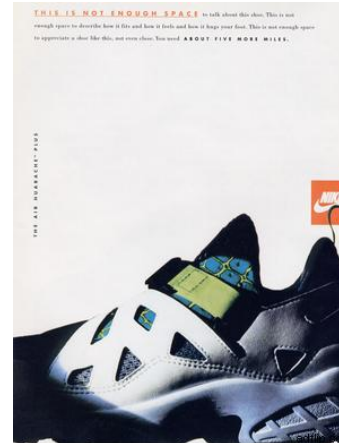


Analyze two of the following ads

1



2



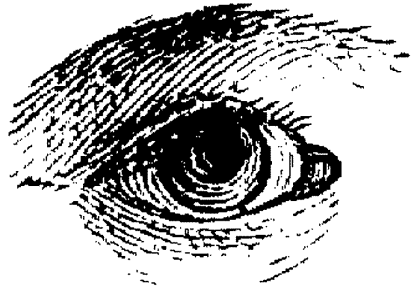
3



4



Click on the ad to see a larger view.



Ad number one

Anna
Kournikova's Choice

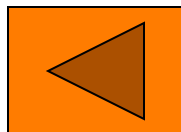


Tennis star Anna Kournikova chooses the Constellation «Quartz» in steel

Ω
OMEGA
www.omegawatches.com

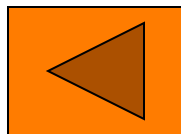
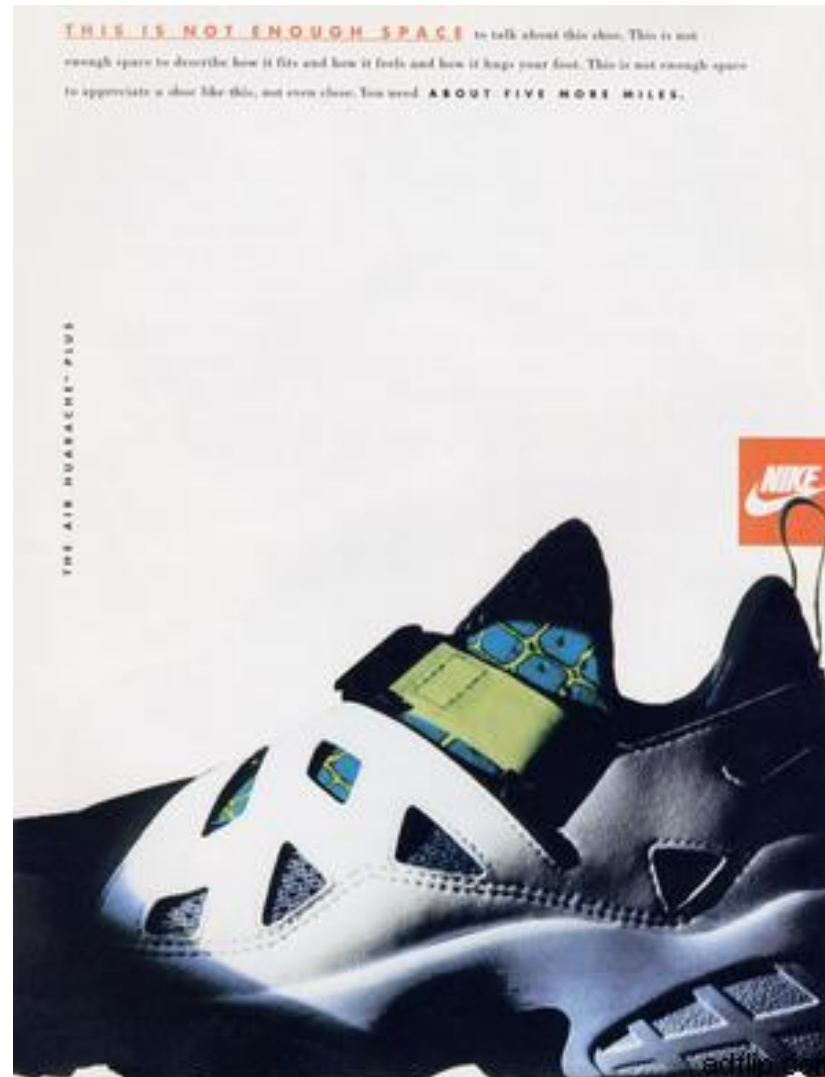
LENKERSDORFER
FINE JEWELERS
Tycoon Center Center Mikov, Vienna (705) 564712

adflip.com






Ad number two





Ad number three



**You'll find more smiles than ever.
Introducing moister, fruitier Rainbow Cake.**

New Two-Flavor Jell-O® Gelatin Rainbow Cake

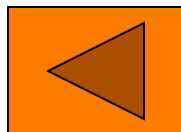
2 baked 8- or 9-inch white cake layers, cooled	2 cups boiling water
2 packages (3 oz. each) JELL-O® Brand Gelatin, any two flavors	1 container (8 oz.) BEPCO EYE® COOL Whip™ Non-Dairy Whipped Topping, thawed

Place cake layers, top sides up, in 2 clean layer pans; prick each cake with utility fork at ½-inch intervals. Dissolve each flavor gelatin separately in 1 cup of the boiling water and carefully spoon each over one of the cake layers. Chill 3 to 4 hours. Dip one cake pan in warm water for 10 seconds; turn out onto serving plate. Top with 1 cup of the whipped topping. Unmold second cake layer; place carefully on first layer. Frost top and sides with remaining whipped topping. Chill. Garnish as desired.



© 1987 General Foods Corporation. Jell-O, Cool Whip and Beiko Eye are registered trademarks of the General Foods Company.

adflip.com





Ad number four



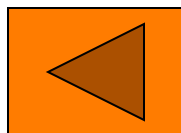
A - Meteor-on-the-Sun Jacket - Quilted cotton on the outside, terry cloth inside. \$18.95. Meteor-Cashe Trim Trunks. \$18.95.
B - Meteor-Clash Casuals - New, trim and trunka. Fly front, side-tab closure, built-in supporter. \$1.95.
C - Meteor-Islander Shorts - Plaited, wash 'n' wear fabric. New side-tab closure, lapped waist adjustment. \$1.95.

Man-about-the-world plays it cool in BLUES-OF-ITALY

sparkling sea 'n sky colors of new McGregor beachwear. Breezy Meteor cotton is light-as-air, easy-care...and made by Galey & Lord exclusively for

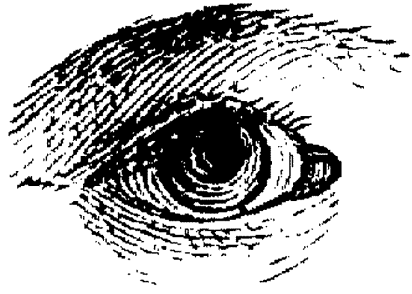
McGREGOR

adfilp.com



Recognizing Appeals and Claims





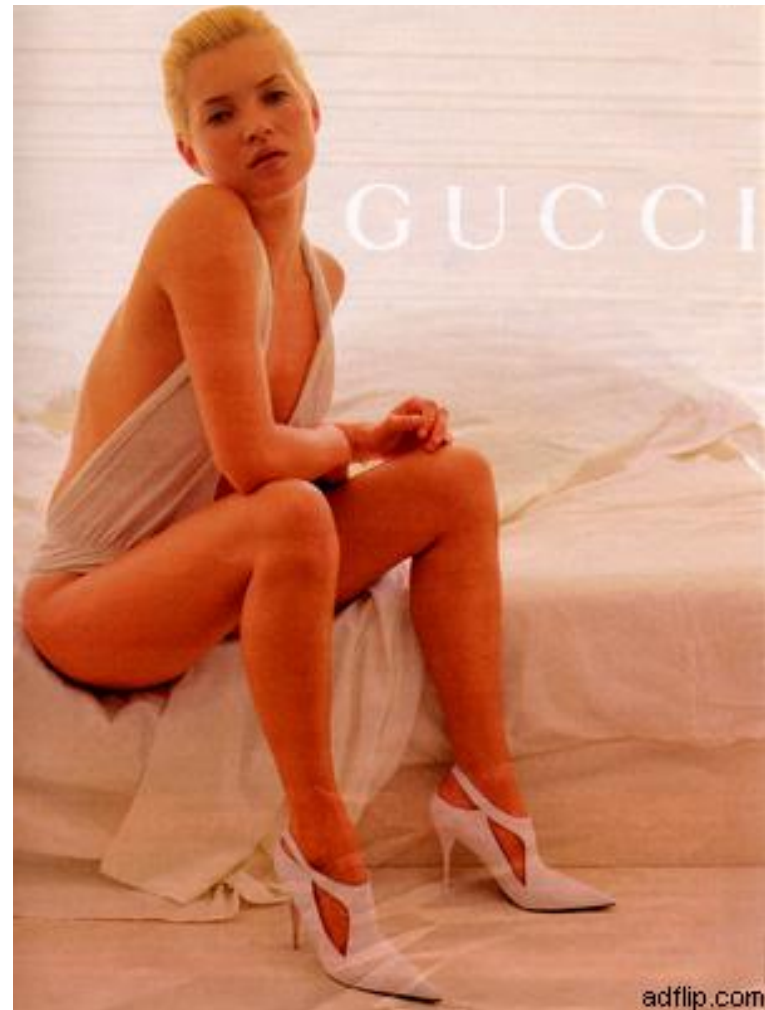
Advertisers use claims and appeals to convince us to purchase their products.

Let's take a closer look at each and view some samples ads.



Sex appeal

- Sex is used to sell the product.
- Here a model is used to sell shoes.





Snob appeal

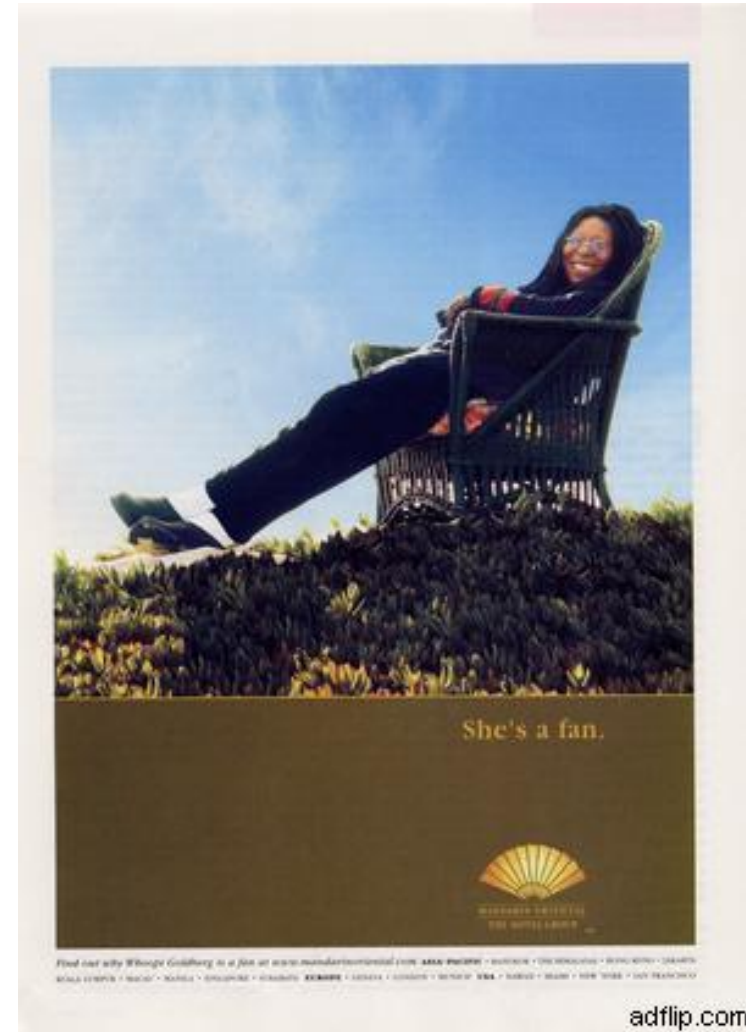
- The consumer will join the ranks of the elite by using the product
- The ad reads, “Extraordinary food for extraordinary dogs.” A dog will join the ranks of the elite by eating this dog food.





Appeal to authority

- This selling device depends on a television star, an athlete, or other public personality to endorse an item.
- Use of the product will make the consumer as wealthy, as famous, as talented, or as beautiful as the spokesperson.





Plain folks appeal

- Reverse snob appeal applies here. In these ads the intent is to appeal to the average person.
- This ad is geared toward women with average bodies. It wants these women to believe the company has created a product with just them in mind.

SWIMSUITS FOR WOMEN WHO HATE SHOPPING FOR SWIMSUITS.

*Cramped fitting rooms. Elaine sales help. Swimsuit shopping can really give you the willies. We understand. That's why we've developed a better-fitting swimsuit, and even a better way to shop, where the fitting room is your bedroom, and satisfaction is Guaranteed. Period.**

Our Tugless Tank® is cut to fit real women, with sensible coverage in the rear and bust, and modest leg openings—not halfway up to your neck. We use an all-way stretch fabric that slims you, shapes you, yet stays in place without rugging or pulling. And

our Tugless Tank comes regular or long torso, for a close-to-custom fit.

Sounds good, you say, but how do I know which size is right? Our friendly phone people will guide you every step of the way. And we've even pioneered a "shaper guide" to help you find the styles that best flatter your figure.

Call today for a colorful catalog, or click onto our Web site for a look at all 62 new styles of summer.

No hassles, no headaches. It's the way shopping should be.

CALL OR CLICK 24 HOURS A DAY

1-800-960-9429 **LANDS' END** LANDSEND.COM

adflip.com



Bandwagon appeal

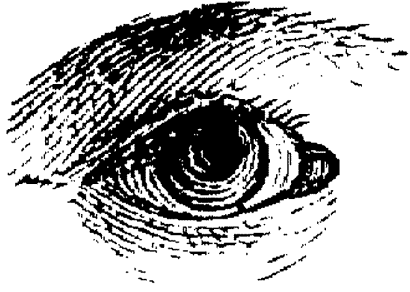
- This appeal works because most of us don't want to stand out by being different, and we want what others have.
- The ad says that "Coke is the most asked-for soft drink in the world."





And now for the claims...

claims



Scientific or statistical claim

- This kind of ad refers to some sort of scientific proof or experiments, to very specific numbers, or to an impressive-sounding mystery ingredient.
- “Certs contains a sparkling drop of Retsyn.” What exactly is “Retsyn”?





Scientific or statistical claim

- What scientific or statistical claim is being made here?

They've got a superiority complex.

Not that you can blame them! BFGoodrich® T/A™ tires with TractionAdvantage are redefining tire performance. Automobile calls the BFGoodrich® g-Force T/A™ "the best ultra high performance tire" you can buy (4/98). The g-Force T/A™ (Key Feature: Dry + Wet traction) adds more manners, mileage and wet weather capability.

of the g-Force T/A™ (Key Feature: Dry + Wet + Snow) is the first ultra high performance tire with g-Force T/A dry and wet traction, plus true snow capability. There's a perfect g-Force T/A tire whatever your driving needs. Need more info? Call 1-877-BFG-TIRE or visit www.bfgoodrichtires.com.

BFGoodrich
TAKE CONTROL™



Compliment the consumer claim

- This claim butters up the consumer with some sort of flattery.
- The ad reads, “[W]e specialise [European spelling] in the creation of individual cars, built to individual requirements, each as individual as it’s owner.” It’s trying to compliment the consumer for being an individual.

TORQUING CL

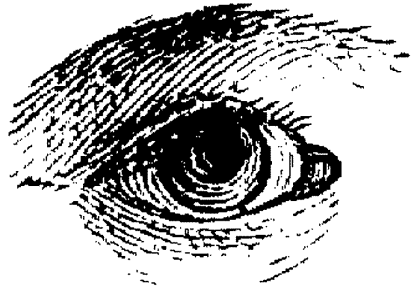
450hp, 620hp, V12
400hp, 579hp, V8
Aerodynamic Styling Packages
Modified AMC Suspension Program
18" Single or Multi Piece Wheel
19" Single or Multi Piece Wheel
20" Single or Multi Piece Wheel
4 Port Sports Exhaust System
F1 6 Piston Brake System
Hand Finished Full Leather
2500 Colours Available
Dash and Gear Sets
Grainy Wood/Metallic
Back-Lit Chrome Entry Plates
Alloy Sports Steering Wheel
Grainy Leather/Wood/Metallic
On Board Computer Systems
Roof or Headrest Colour Memory
Mobile Office Packages
Faxes and Colour Printers
DVD, Video, TV & Radio

"The ultimate in performance, styling and conversion for Mercedes-Benz" from a set of wheels to a 562hp 7.3 litre V12 engine M Class, we specialise in the creation of individual cars, built to individual requirements, each as individual as it's owner.

For over 20 years Brabus has been providing bespoke performance vehicle solutions for our customers regardless of which Mercedes they drive. Enhance the performance of your Mercedes with a fully warranted and thoroughly engineered part or full vehicle conversion. Choose a set of 20" wheels, complement them with an aerodynamic styling package and at speeds of over 200mph (where road conditions and regulations allow) you might also consider our F1 braking system!

BRABUS

email: brabus@brabus.com T: 07071 244166 F: 07071 244167 www.brabus.com



Compliment the consumer claim

- In what way does this ad compliment the consumer?





Rhetorical question claim

- This technique poses a question that is worded in such a way that the consumer's answer affirms the product's goodness or desirability.
- The ad reads, "Are you in?" It suggests that being "in" the car is what we should want.

They'll actually look forward to buying gas.

Don't be fooled by its "steady state." From the cockpit the Eclipse feels more like a race car. And with the white-knuckle combination of a 200hp V6 engine and a 5-speed manual transmission, it's a real thrill. And since all this style and muscle does you no good sitting here on a page, bring on the road for just \$20,947. And this nicely-equipped. Just ask Consumer Digest, they've named it a "Best Buy" for the past two years. Are you in?

Great. We give it **liquid-filled** engine mounts and all people talk about is the gas cap.

MITSUBISHI MOTORS
wake up and drive

adflip.com



Rhetorical question claim

- What rhetorical question does this ad ask?

THE SATURDAY EVENING POST November 26, 1954

are you missing out on TV fun?

"I missed that new show last night on TV's in the sleep again. I guess my eyes are out of a rest!"

"You ought to have a set like mine. no trouble about not getting it. For sure glad I've a Motorola."

"...and that blue-faced crowd is a pleasure to watch... doesn't hit my eyes at all... no glare from anywhere."

NATIONWIDE SURVEYS PROVE...

Motorola TV most dependable

SALES AND OWNERS WISE: Motorola TV requires less servicing than any other TV, and has been proved that and again most dependable for constant, enjoyable entertainment! Displaying quality control during production and superb performance testing assure the reliability of operation to every Motorola TV!

NO GLARE FROM OUTSIDES
Motorola TV with Glare-Guard is completely shielded on all sides up to 85° of reflection angle... through a special, non-reflecting TV tube and non-reflecting screen.

NO GLARE FROM OUTSIDES
Motorola TV with Glare-Guard is completely shielded on all sides up to 85° of reflection angle... through a special, non-reflecting TV tube and non-reflecting screen.

GLARE-GUARD
GLARE-GUARD built to protect from all outside light glare, no matter how bright, no matter how direct.

EVERY NOW MOTOROLA TV IS DESIGNED FOR COLOR AND ULTRA HIGH FREQUENCY
FOR YOUR SUPER BROADCAST TV RECEIVER
No Two-Step Tuning or Two TV's

Motorola TV



Unfinished claim

- The unfinished claim suggests that a product is “better” or has “more”, but it does not finish the comparison.
- The ad says Plax removes more plaque than brushing alone, but it does not tell how much more.





Unfinished claim

- What unfinished claim is made here?

W
A step ahead

35" 33" 5'4"

May we fit you for a range?

Most dealers just sell you a range. We make sure ours fits. From work height studies and other experiments, we found that the average tall woman's (5'4") requires not just a tall working height for maximum surface-loading comfort.

The result you see above is the only great new range idea in years. A marriage of the modern with the most comfortable surface-making platform ever developed — the new Westinghouse Tartan Top® features electric range height — the right height for stirring, blending, slipping, bearing (much less fatiguing than standard height units). The back surface units are two inches higher than the front ones but not lower than counter height. Perfect for foods that don't require constant attention.

Only our Tartan Top gives you this unique split level working platform... a big, roomy oven door below... gives a spacious second level surface (with Rotisserie) conveniently placed at eye level.

The front units are 35" high. And the back units are 33" high. And while you're looking now at your Westinghouse dealer's store. And while you're looking now at your Westinghouse dealer's store. And while you're looking now at your Westinghouse dealer's store.

You can be sure if it's Westinghouse

adflip.com



Weasel word claim

- Weasel words are used to make products seem special or unique.
- Some of the most common weasel words are listed to the right.

Helps

Up to

Many

Enriched

Can be

Fortified

Virtually



Weasel word claim

Virtually

- The ad says Cascade gets dishes “virtually spotless”. The advertiser hopes we remember the word spotless and forget the word virtually.





Weasel word claim

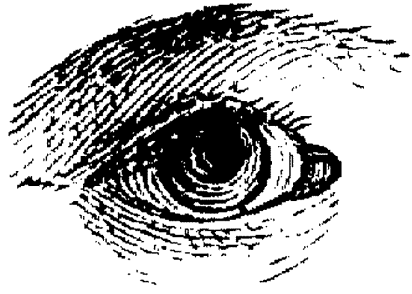
- What weasel word is used here?





Is that all?

- Advertisers do employ more than just the appeals and claims listed, and they frequently use more than one appeal or claim in each advertisement.
- Use what you learned to figure out the different appeals and claims used in each of the following six ads. Some ads have more than one appeal or claim. Find at least one claim or appeal for each ad.



Ad number one

The Luxury Soap of the World

In Mayfair
The name of this famous
scented soap is well
known in all the
best circles.

Yardley's Old English Lavender Soap

FOR MORE THAN A CENTURY THE YARDLEY
products have been cherished by the leaders of taste and
fashion. Yardley's Old English Lavender Soap is today used
by the Court, the aristocracy and by all those who know and
appreciate the best in these little luxuries of the toilet
which mean so much to the refined taste.

EXQUISITELY PURE, IT PRESERVES AND BEAUTI-
fies the complexion and is most luxuriously perfumed with
the lovely fragrance of the English Lavender Blossom.

Box of Three Large Tablets, Sixes or 1/2 lb. Tablets.

SOLE IMPORTERS AND EXPORTERS:
Messrs. Wm. & A. G. Rees, Ltd., 15, Abchurch Lane, London, E.C. 4, ENGLAND.
Messrs. Wm. & A. G. Rees, Ltd., 15, Abchurch Lane, London, E.C. 4, ENGLAND.

Obtainable at all good stores.

YARDLEY & CO. LONDON



Ad number two

Created by nature
Restored by 

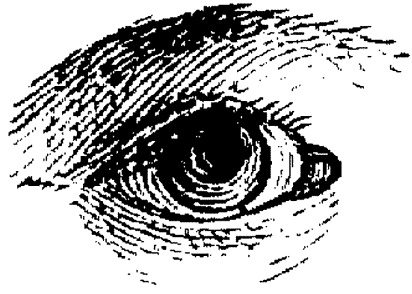
Introducing Fit[®] Fruit & Vegetable Wash

New Fit removes dirt and 88% more water-resistant pesticide residue and wax than water alone - using only ingredients from natural sources, like baking soda and citric acid. Simply soak for 2-3 minutes and rinse - for clean, delicious fruits and vegetables. Look for it in the produce aisle or by the dishwashing liquids.

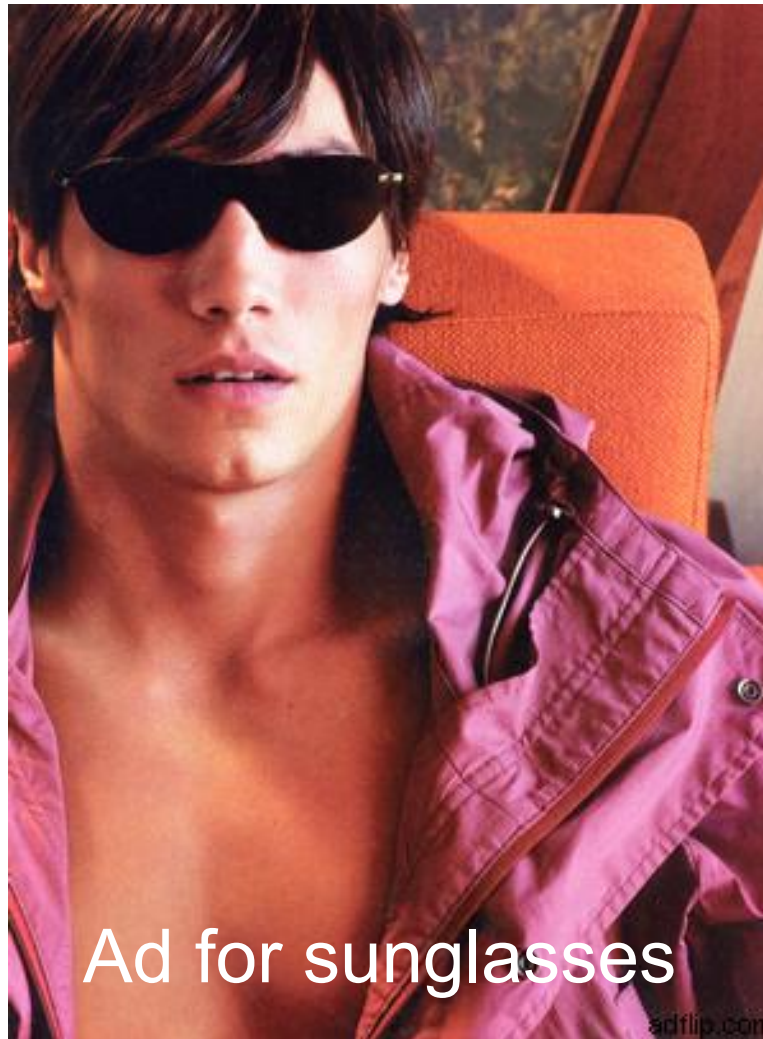


Restoring the goodness to fresh foods

adflip.com



Ad number three



Ad for sunglasses

adflip.com



Ad number four



"G.E. makes you feel it's real!"

That's what G-E screens say and when you see G-E's
and so life, big as life pictures you'll agree there's something
picture quality—something from many G-E advancements combined
entirely in G-E Black-Daylite Television. Advanced G-E 10" rectangular
Black tube shows all the TV camera sees, more lifelike than ever with
clear-up actually life-size. Powerful G-E built-in screen. Famous G-E
Automatic sound—you hear the picture, sound is right every time!
Dependable G-E electron tubes throughout. Cabinet of one heavy,
Mould 30% duty—10" G-E picture in a compact, hand-carried
substantially reinforced cabinet. See your G-E TV dealer today.

General Electric Company, Schenectady, N. Y.

 **BLACK-DAYLITE
TELEVISION**

*Look, it's
LIFE-LIKE!
LIFE-SIZE!*



You can put your confidence in...

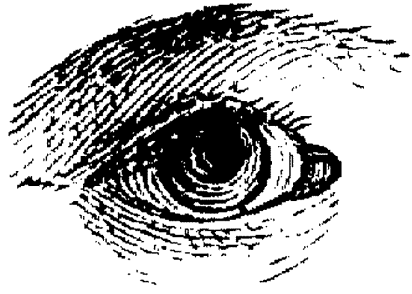
GENERAL  ELECTRIC

© 1954 GENERAL ELECTRIC COMPANY



Ad number five





Ad number six

YES! NO!

YES, I ALWAYS RINSE
—AND MY TIDE WASH
IS ALWAYS SO
SWEET AND CLEAN!

**NO RINSING
FOR ME!**
LOOK HOW DAZZLING CLEAN
TIDE GOT MY WASH
WITHOUT RINSING!

WITH-OR WITHOUT RINSING— Tide does a better washing job than any soap on earth!

Whichever way you wash — **Tide** gives you
WHITE, BRIGHT, DAZZLING CLEAN CLOTHES!

Yes, Tide lets you wash whichever way you prefer... and does a better washing job than any soap you can name! Tide, unlike soap, forms no sticky, dulling soap film. And Tide actually dissolves dirt out of the clothes... holds dirt suspended in the soapy water! Wring out the clothes — dirt goes, too! And you hang up the kind of bright, clean wash that makes neighbors look twice! Try it and see! Get Procter & Gamble's Tide today — there's nothing like it!

Never before Tide could you wash your heaviest dirtiest clothes SO CLEAN!

- Leaves no soap film even!
- Miracle cleans clothes — with or without rinsing!
- Dazzling white clothes — wash out bleach as if you'd brightened them!
- Super-durable colors — come bright and fresh!
- Clothes stay soft — look beautiful!
- And Tide is safe for all washable fabrics — all washable fabrics — even on the spot!

"Tide gets clothes so white and clean — it's like a present every washday!"

123 Mr. Gene Wash, Boston, N. Y.
"Every washday I feel like getting a big thank you... 'cause the way Tide gets clothes so white and clean is just like getting a present! Then I have to say another thank you on laundry day, for Tide-washed clothes dry so sweet-smelling... so soft and fluffy... just right for hugging!"

adflip.com