**Advertising Notes**

**Why do businesses advertise?**

* Advertising—the public promotion of something, such as a product, service, business, or event, to attract or increase interest in it.
* Advertisers use humor, creativity, style, and originality to create an image for their products and services.

**Types of Media**

* A *medium* is a channel or system of communication.
  + TV is a medium.
* **Media**—are members of the mass media
* **Mass media** - channels of communication, such as TV, radio and newspapers
* Advertisements are delivered to consumers through mass media

**Brainstorm**

At your desk, you and your partner should try to come up with all the types of media. (Hint: There are 9!)

**Types of Media**

* Newspapers
* Magazines
* TV
* Direct-Mail (letter’s, flyers, postcards, etc.)
* Radio
* Billboards
* Transit
* Jingles
* Online (Banners, pop-ups, etc.)

**What is Persuasion?**

A means of convincing people:

* to buy a certain product
* to believe something or act in a certain way
* to agree with a point of view

**Brain Games – Season 2, Episode 5 The Power of Persuasion**

Jot down some things you noticed/learned in the video.

**Common Persuasive Techniques Often Used in Advertising**

* Slogan
* Repetition
* Bandwagon
* Testimonial
* Appeals to Emotion
* Expert Opinion

**Slogan**

A catchy phrase or statement often used to sell a service or a product.

Ex. “Easy, breezy, beautiful \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_”

**Repetition**

The name of a product is repeated many times.

**Bandwagon**

A statement suggesting that everyone is using a specific product, so you should too.

**Testimonial**

A well-known person supports a product or service.

**Appeals to Emotion**

A person is made to have strong feelings about a situation or product.

**Expert Opinion**

Experts approve this product, so you should use it.

Ex. “Four out of five dentist recommend sugarless gum for their patients who chew gum.”

**Audience Awareness**

Advertisers know how to

* target their audiences (Called Target Market)
* use appropriate persuasive technique

**Who’s the Audience?**

1.

2.

3.

4.

5.

6.

7.

**Relevant Facts**

* Advertisers spend about $200 billion a year on TV advertising
* The average cost for Super Bowl ads is $2.6 million per 30 second spot
* The average American watches about 24,000 TV commercials a year

**Making Connections**

* What is your favorite jingle?
* What slogan for a product do you find yourself saying?
* What TV commercial has influenced you to make a purchase?
* Since Michael Jordan shops at Kroger, does that mean we should too?