
Living Life Online



It's All About the Technique

Advertisers don't just shove things into ads. They study what people like and then try to design an approach that will appeal to their target audience. When it comes to what goes into an ad, advertisers have a long list of techniques to choose from. They can decide whether you might like a funny ad better than a touching one, or whether it might work best to get you to see their product as the solution to something you fear (acne or body odor, for example).

Here are some of the most common techniques advertisers use to convince you to buy or do something. Look around – it won't be hard to find an ad that's an example for each.

Association: Using images (like a cartoon character or the American flag), in the hope you'll transfer your good feelings about the image to the product.

Call to action: Telling you what to do – “Buy today!” or “Vote now” – removes all doubt about next steps.

Claim: Informing you about how the product works or helps you.

Games and activities: Putting a commercial into the form of a game can be a fun way for you to get to know more about a product and spend more time with it.

Humor: Using ads that make you laugh can catch your attention and be memorable.

Hype: Using words like *amazing* and *incredible* make products seem really exciting.

Must-have: Suggesting that you must have the product to be happy, popular, or satisfied.

Fear: Using a product to solve something you worry about, like bad breath.

Prizes, sweepstakes, and gifts: Using a chance to win a prize to attract attention.

Repetition: Repeating a message or idea so you remember it.

Sales and price: Showing or announcing a discounted price can make a product look better.

Sense appeal: Using images and sounds to appeal to your senses: sight, touch, taste, etc.

Special ingredients: Promoting a special ingredient may make you think the product works better than others.

Testimonials and endorsements: Featuring someone, like a celebrity, saying how the product worked for them can be convincing.

Name that Technique

answers upside-down at bottom...



1. A movie star talks about his favorite food.....
2. An ad connects lipstick with a beautiful model
3. An ad for a fast-food restaurant shows a close-up of a sizzling burger ..
4. An ad asks you to go online to learn more
5. An ad for an exercise product promises “amazing results”
6. An announcer repeats a product slogan

Ready, Aim...

In case you didn't know it, you're a target. For advertisers, that is. A target audience is who advertisers think will buy or use their product. Advertisers create their ads to persuade the target audience to buy, think, or do something; and they put their ads where the target audience is likely to see them.

Match a product to its target audience and where it would be advertised.

Product	Target Audience	Ad Placement
New song download	Stylish moms	Outdoor magazine
Skateboard	Handy dads	Video website
Nail Polish	Little kids	Home repair tv show
Power tools	Sporty girls	Fashion Magazine
Teddy bear video game	Hip boys	Cereal box

