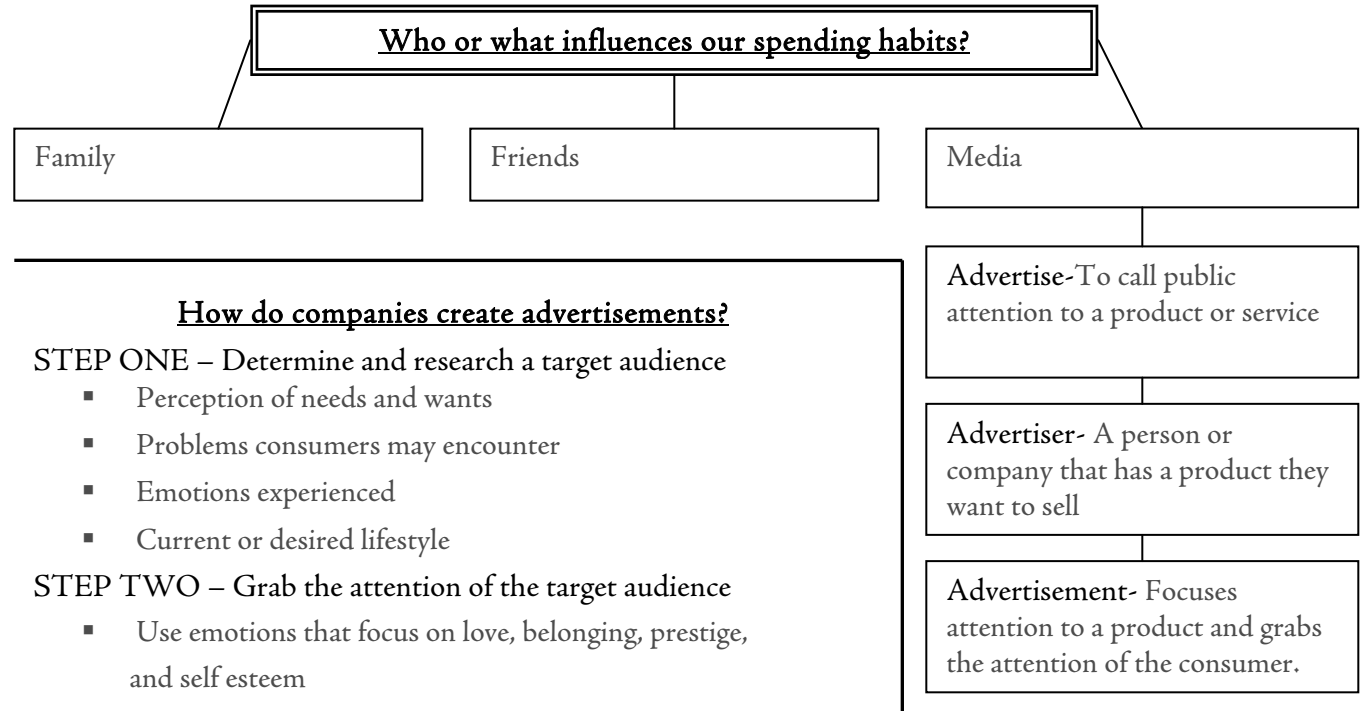


ADVERTISING ANSWER KEY

Advertising note taking guide 1.2.3.L1:



How do companies create advertisements?

STEP ONE – Determine and research a target audience

- Perception of needs and wants
- Problems consumers may encounter
- Emotions experienced
- Current or desired lifestyle

STEP TWO – Grab the attention of the target audience

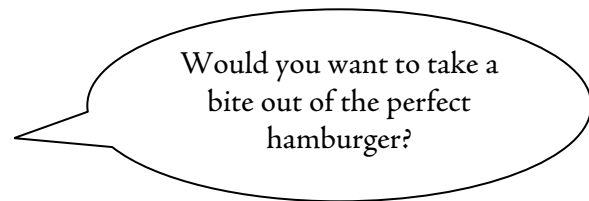
- Use emotions that focus on love, belonging, prestige, and self esteem
- Show how the consumer can save money
- Make promises of a better life
- Solve consumer problems
- Use creative appealing layouts

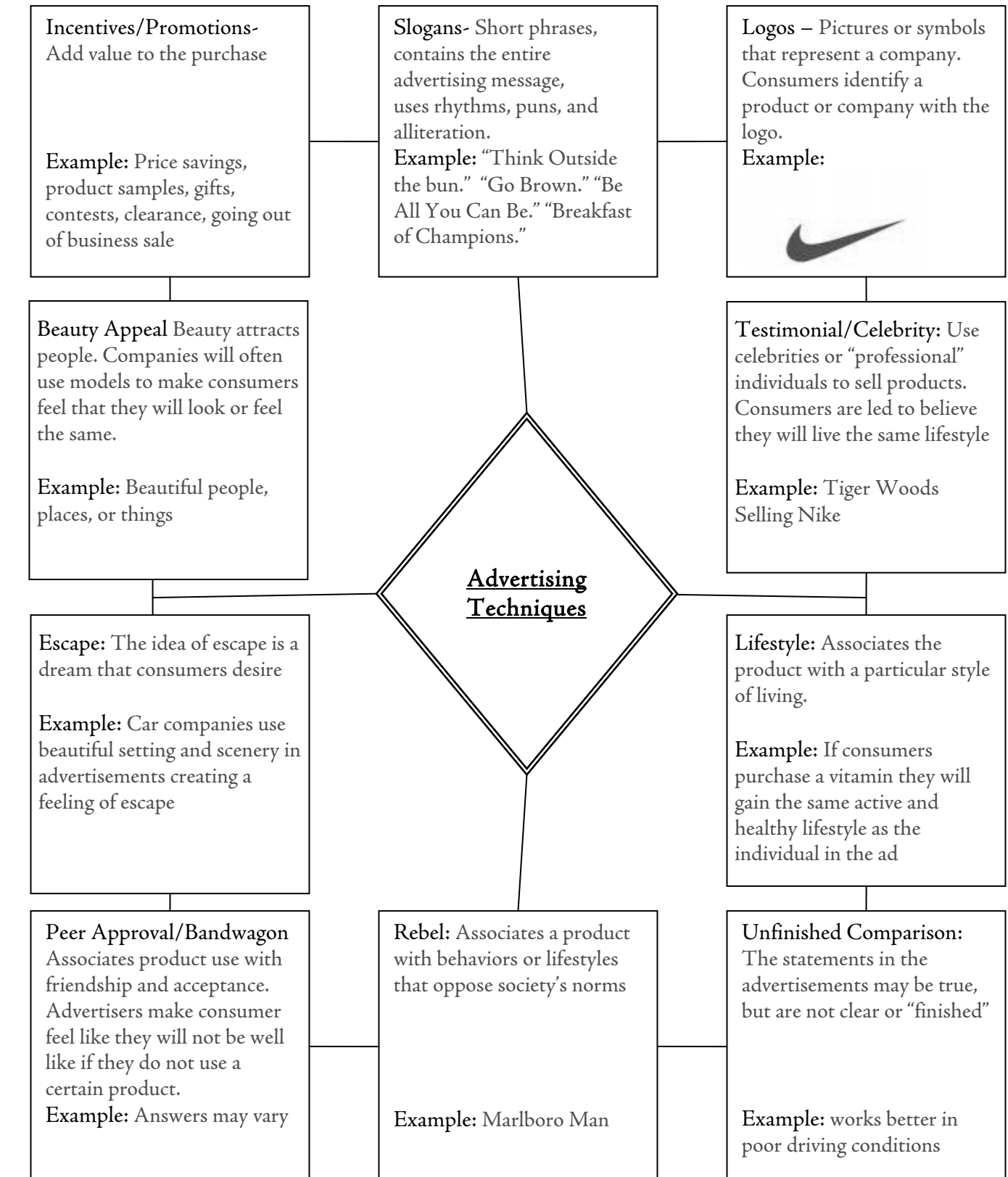
STEP THREE – Differentiate the advertised brand from others

- Describe the product benefit
- Showcase unique qualities
- Illustrate the value and quality of the product
- Create an advertisement consumers will remember

STEP FOUR – Change brand preference or current habits of the consumer

- If a consumer changes their preference and begins using the advertised product or service, the advertiser has met his goal!





Advertising Regulations – Federal Trade Commission (FTC)

- Regulates marketing activities
- Protects consumers from: false advertising, misleading pricing, and deceptive packaging and labeling

Do You Know What You Want? 1.2.3.A3:

1. The objective is to focus the attention to a product and to grab the attention of the consumer.
2. Attention and Promote a Sale
3. Person or Company
4. All types of media: clothing, billboards, newspapers, magazines, television, radio, and internet.
5. Answers may vary
6. Use emotions that focus on love, belonging, prestige, and self esteem. Show how the consumer can save money, make promises for a better life, solve consumer problems, use creative and appealing layouts.
7. Describe product benefits, showcase unique qualities, illustrate the value and quality of the product, create and advertisement consumers will remember.
8. The final goal is for advertisers to get consumers to either begin using or switch to their product
9.
 - a. Incentive/Promotions- Add value to the purchase. Example: "Clearance!"
 - b. Slogans – Short phrases, contain the entire advertising message, use rhythms, puns, and alliteration. Example: "Be All You Can Be."
 - c. Logos – Pictures or symbols that represent a company. Example: The Nike "Swoosh"
 - d. Beauty Appeal – Beauty attracts people. Example: Using beautiful people, places, or things
 - e. Testimonial/Celebrity Endorsement – Use celebrities or "professional" individuals to sell products. Example: Tiger Woods selling Nike.
 - f. Escape – The idea of escape is a dream that consumers desire. Example: car companies use beautiful setting and scenery in advertisements creating a feeling of escape.
 - g. Lifestyle – Associates the product with a particular style of living. Example: A daily vitamin or supplement
 - h. Peer approval/Bandwagon – Associates product use with friendship and acceptance. Advertisements make consumers feel like they will not be well liked if they don't use a certain product.
 - i. Rebel – Associates a product with behaviors or lifestyles that oppose society's norms. Example: Marlboro Man
 - j. Unfinished Comparison – The statement in the advertisements may be true, but are not clear or "finished." Example: Works better in poor diving conditions.
10. The FTC regulates marketing activities and protects consumers from false advertising, misleading pricing, and deceptive packing and labeling.