

Examples of advertising techniques in use today are discussed.

Advertising Techniques

Target Media Group

Years ago advertisers realized that over time, patterns could be seen in the way brands promote to their customers and how those messages are usually received by their target audience. There are at least 10 different marketing strategies which, when defined by their objectives and goals, can be implemented to produce similar results. With this information in mind, marketers can plan campaigns to strategically target a specific audience. The message strategy may contain various objectives for different products or audiences, and subsequently, some methods work more effectively on specific audiences. In many ads of today, you will see multiple techniques on display simultaneously.

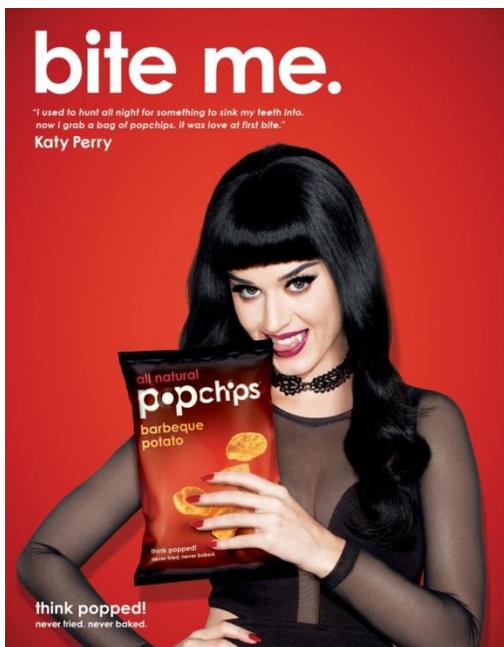


This ad uses slogan technique to promote brand recall. The slogan “The ravioli smile” is meant to be associated with the brand Chef Boy-ar-dee Ravioli. It also tries to instill brand preference by creating this feel good ad of the smiling boy satisfied thoroughly by the heaping plate of raviolis. The ad hits the mark on both attempts especially if they followed up with other “Ravioli Smile” ads.



This ad by Lego uses fear appeal to persuade their audience to buy the product for their kids or they may watch things like this on TV or become the person in the ad from watching too much TV. The ad is almost offensive and quite

disturbing. I think it may have gone a bit too far.



The most upfront element of the ad is the humor of using the inflammatory statement “bite me” as the headline. It is sarcastic because it really refers to Pop Chips and not the more vulgar meaning. Just as important is the testimonial on display by singer Katy Perry who acts as a spokeswoman in the ad. The ad is very effective because it is clean straight forward and helps to create an image for the brand.



This ad for Nike Meteors is used mainly as a way to define the brand image with a stunning visual. It uses visual metaphors to illicit feelings about their product. The ad implies speed, uniqueness, force, power and energy. All these are good ideas for a running shoe.

You know why she's wearing the sweatshirt, don't you.

It's a classic case of cold feet. Beneath that floppy sweatshirt she's a little overweight.

You knew that. Because right now, you're a little overweight, too. That's bad. This year's bathing suits hide nothing.

Unless you start losing some, you may spend your summer in a sweatshirt, too.

Face it, you've got to stop eating.

Talking about dieting is easy. But dieting isn't.

Because it seems like everything that tastes good is fattening, right?

Not any more. **Shape. It's new from Metreca.**

We've invented a new diet food, a powder and liquid, that really tastes good. It's different than the old ones were.

Shape has no cyclamate, no saccharin.

Shape has no artificial sweeteners. It's made only with natural sugars and wholesome ingredients. Which play a role in its superior taste.

In taste tests chocolate Shape was preferred significantly over leading competitors' chocolates.

And that's the name of the game. Because no diet product ever works any better than it tastes.

Shape powder or Shape liquid.

Our mix-with-milk powder comes fresh packed. In a coffee-type canister. Enough for ten meals.

Our liquid comes ready-to-drink.

Either way, Shape is rich with the vitamins, minerals and protein needed for health.

So you can substitute Shape for one or two meals a day.

Or, if you're really serious, four Shape meals a day for a while. And no other food.

And that's where Shape's flavor helps you most.

It tastes good enough that you can stay with it long enough to lose.

If we made Shape taste any better, you might start sneaking it now and then, and you would get fat on it.

Try it.

Shape liquid. And Shape powder.

They do taste good enough to help you stop eating.



Stop eating.

This ad uses anxiety to create a sense of shame in the person wearing the sweatshirt for being overweight. They also make the ad look like an editorial or what is called an advertorial where an argument is made thru the story while the picture draws in the attention of the reader. The anxiety technique has been used very successfully to generate consumer response and the weight-loss arena is just one of those areas.

Reference

1. O'Guinn/Allen/Semenik, Advertising and Integrated Brand Promotion, 6th ed., Cengage Learning 2012