ADVERTISING

Media Studies

www.aoifesnotes.com
ADVERTS

- Designed to catch our attention
- Give us information about the product
- Persuade us to buy that product
LIFESTYLES

- If you buy this product, you will have a better life!
- Happy families
- Glamour
- Romance
- Luxury
- Success
- Physical attractiveness
DAVID BECKHAM

His charisma is known the world over. With an unsurpassed level of resilience he has surpassed the expectations of many. He has since carried him to three world cups. He is simply sensational - on and off the field.

ROLEX. LIVE FOR GREATNESS.

OYSTER PERPETUAL DATEJUST

FOR AN OFFICIAL ROLEX JEWELER CALL 1-800-347-6238.

ROLEX & OYSTER PERPETUAL AND DATEJUST ARE TRADEMARKS. NEW YORK.

L’ORÉAL PARIS

MAT' MÉTAMORPHOSE

Jane Kauger

NINTENDO

DS lite

FOR AN OFFICIAL NINTENDO RETAILER CALL 1-800-231-8150.

FOR AN OFFICIAL NINTENDO SERVICE CENTER CALL 1-800-231-8150.
Written text is called the **copy**

Imperative verbs can create a sense of urgency: ‘hurry’, ‘go’, ‘rush’ etc.

Exclamation marks create urgency and excitement too: ‘Not to be missed!’
BUZZ WORDS

THE CLICHES OF THE ADVERTISING WORLD

Here's your "buzzword bingo" card for the meeting.

If the boss uses a buzzword on your card, you check it off. The objective is to fill a row.

You're all very attentive today. My proactive leadership must be working!

Bingo, sir.

From the ClariNet Electronic Newspaper <info@clarinet.com>
THE LATEST MIRACLE REVOLUTIONARY CONCEPT...

Buzz words are so over-used that they have lost much, if not all, of their impact
JARGON

- Pro-collagen
- Cellular
- Regeneration

All these words are more or less meaningless and are rarely understood but make the product sound scientific.
SLOGANS

- Can remain the same for many years
- Make the product memorable
ALLITERATION, ASSONANCE, RHYME ETC.

- Make it easier to remember the slogan or catchphrase
  - Jaguar: Don’t dream it. Drive it!
  - Jaguar: Grace, space, pace.
  - Jaguar: Unleash a jaguar
  - Jaguar: Born to perform
HUMOUR, NEW WORDS

- Puns are often used for comic effect
- New words may be coined: ‘snacktivity’, ‘fruitilicious’
Pictures are a quick way to capture our attention.

Beautiful women, cute children, famous celebrities are often used.

When a celebrity is used, this is called endorsement.

Pictures may be photoshopped to give an image of perfection.
COLOURS

- Red: danger, action, vitality, passion, love, strength
- Pink: love, femininity, romance
- Green: nature, cleanliness
- Gold: prestige, luxury, wealth
- Silver: science, modernity, luxury
- Yellow: joy, energy, warmth
Blue: tranquillity, health, cleanliness

White: innocence, purity, goodness

Orange: happiness, stimulation, creativity

Black, power, elegance, formality, death