

BE AD-WISE!

UNDERSTAND ADVERTISING TECHNIQUES!



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UNDERSTAND ADVERTISING TECHNIQUES!

ADVERTISING IS **EVERYWHERE!**:

*T.V. COMMERCIALS *MAGAZINES *BILLBOARDS

ONLINE: *POP-UPS *SIDEBARS

BE AD-WISE!



UNDERSTAND ADVERTISING TECHNIQUES!

- ADVERTISEMENTS ARE USUALLY DESIGNED TO GET US TO BUY SOMETHING.
- COMPANIES SPEND BIG MONEY TO GET YOU TO SPEND YOURS.

BE AD-WISE!



UNDERSTAND ADVERTISING TECHNIQUES!

- COMPANIES SPEND BIG MONEY TO GET YOU TO SPEND YOURS.
- IN 2014 A 30 SECOND AD DURING THE SUPER BOWL COST \$4,000,000!

THINK WHILE YOU WATCH OR LOOK AT AN AD:

- WHO MADE THE ADVERTISEMENT?
- WHAT MESSAGE ARE THEY COMMUNICATING?
- WHAT DO THEY WANT ME TO DO?
- HOW ARE THEY TRYING TO CONVINC ME?



INVOLVEMENT



- BRIGHT COLORS
- CATCHY MUSIC
- EXCITING IMAGES
- A LOT GOING ON

INVOLVEMENT

- Bright colors
- Catchy music
- Exciting images
- A lot going on

Charter Triple Play
2014



HUMOR



- FUNNY, SILLY SITUATIONS
- MAKES YOU SMILE OR LAUGH
- YOU ASSOCIATE THE GOOD FEELING WITH THE PRODUCT

HUMOR



- Funny, silly situations
- Makes you smile or laugh
- You associate the good feeling with the product

The Force:
Volkswagen
2011

ASSOCIATION



- FAMOUS PEOPLE
- LUXURIOUS OR FUN SETTINGS
- BEAUTIFUL, SUCCESSFUL OR POWERFUL PEOPLE

ASSOCIATION



- Famous people
- Luxurious or fun settings
- Beautiful, successful or powerful people

Blake Shelton
Operation Halftime
2014

BRAND RECOGNITION

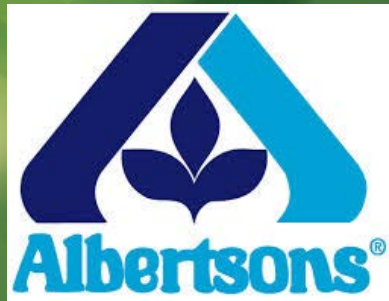
- LOGO
- COLORS
- MUSIC
- SLOGAN
- STYLE



BRAND RECOGNITION



- Logo
- Colors
- Music
- Slogan
- Style



EMOTION



- NOSTALGIA “THE GOOD OLD DAYS”
- “WARM FUZZY” FEELINGS
- EXCITEMENT
- HUMOR

EMOTION



- Nostalgia “The good old days”
- “Warm fuzzy” feelings
- Excitement
- Humor

LeBron James
Nike: Together
2014

RESOURCES



common
sense
media