

Springboard^{into} Comprehension 4

Main Idea Religions
Green All Around

Sequencing Leading the Field in Green
Camp Cavendish

Compare and Contrast Crying Wolf
Sun Tales

Fact and Opinion This Ad's for You

What Really Happened?

Cause and Effect Water and Food Programs around the World
Inventions and Discoveries That Changed the World

Bias and Prejudice Graffiti
Diamonds Forever

RA 9.5–10.5



This Ad's for You



Written by Andrew Einspruch

This Ad's for You

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☆ Buy, Buy, Buy!

How many ads do you see daily? A lot, right? There are TV ads and Internet ads. There are magazine and newspaper ads. There are large outdoor ads, or **billboards**. There are the instantly recognizable words and symbols that companies place on their clothes, shoes, and other items, or **brand names**. One estimate says some people see 3,000 ads every day. Children in the United States may see as many as 20,000 TV ads every year. It is hard to escape advertising.

All ads have one purpose – to sell you something. It could be an item or service that is for sale, such as a box of cereal or a haircut. Or it might be an idea, such as giving to charity, eating better, or voting for someone. Often, the **purpose** of an ad is to get you to part with your money. Ads try to encourage people to buy certain goods or services. The companies can **then make money** from selling the goods or services for more than it costs to make or provide them. This is called a **profit**.



In modern life, ads are everywhere.

In theory, ads could be simple. It is possible to say, “Here is the item or service for sale, the **product**. Here is what the product does. Here is what the product costs. Here is where to buy the product.” However, that is not how ads really work. Ads often play on certain emotions, such as love or fear. They do this to influence people’s attitudes or behaviour in some way.



Does this simple ad work?

Ads use emotions in a lot of different ways. Often, they use emotions to get attention. That is why ads are often funny or exciting. They also use emotions to try to get you to feel a certain way about a product. For example, an ad for a cleaning product may be set in a loving family setting. The advertisers may want you to equate health with happiness. They may try to get a shopper to feel like they will be a better parent if they buy a product that the ad claims is good for their children’s health.



Sometimes, ads bathe in other people’s glory. That is why some ads feature famous people such as sports stars. We often trust, admire, or want to be like these people. The message is, “This respected person says this product is good. Therefore, this product must be good.” We then associate this famous person with that particular brand name.

The formula is *clean + healthy = happy*.



Companies often use models in their ad campaigns, as in this made-up ad. The model then becomes the “face” of the ad campaign.

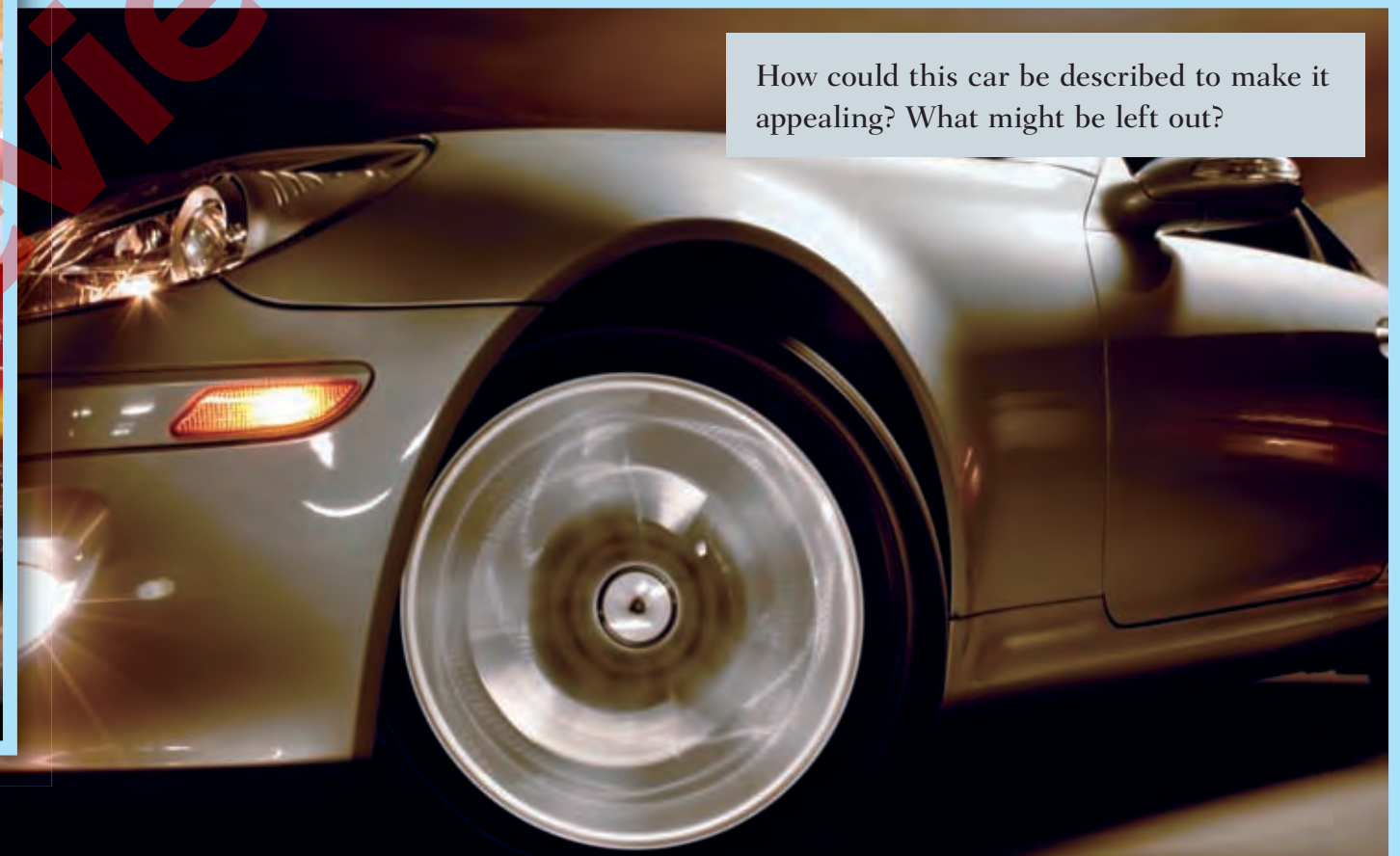
Advertisers create ads that appeal to the people who pay for goods and services, the **consumers**. The ads are often made for a specific group of consumers, a so-called **target audience**. Take a look at ads that have children as their target audience. These ads are often bright and cheerful. They aim to inspire a sense of fun and happiness. An ad for a fast-food chain may have a singing, dancing clown or tell you that you can get free toys when you purchase your meal. An ad for dolls might show young girls having a wonderful time in a fantasy world. An ad for a cereal might have a cartoon character claiming that the cereal is really yummy. All of these ads encourage the audience to feel certain ways about certain products.



How does this picture make you feel?
What emotions does it bring to mind?

Often, what is in an ad is less important than what is not in an ad. An ad will not tell you that a beautiful new house is being built on ground that once had toxic material buried in it. An ad for a new sports car will not tell you that, although the car drives really fast, it is very inefficient with fuel. A cereal ad might look bright and fun, but it will not tell you if the cereal is full of unhealthy sugar and contains little real goodness.

Sometimes, ads try to get you to think that some details are more important than they really are. For example, an ad for a fast-food outlet might say that one of its sandwiches now contains less fat than it used to. It will not mention that the sandwich still contains a very high amount of fat, few vitamins, and an unhealthy amount of salt – details that still make the sandwich a bad food choice overall.



How could this car be described to make it appealing? What might be left out?