

# MODULE 5: PRINT ADVERTISEMENTS

## LEARNING OBJECTIVES ►

In this Module, you will

- explore different print advertisements
- learn to identify their strategies, selling points, and structural and language features
- use your knowledge to create your own advertisement

Advertising is a multi-billion-dollar-a-year industry and advertisements are found everywhere today—in newspapers, online, on billboards, in magazines and even in school newsletters. They appear on the back of receipts, on taxis and on buses, and in MTR stations.

The purpose of advertisements is to promote the products or services they showcase. This, the advertisers hope, will lead consumers to buy them. However, advertising is very expensive so the advertisers need to know the likely market or demographic for their products. They can then tailor the advertisements and their placement to that particular market. For example, advertisements for household products are usually aimed at women in their 30s since they are the major purchasers of domestic goods. The advertisements would be placed in magazines or newspapers read by this market. Similarly, Hello Kitty merchandise is popular among young female teenagers, so the advertisements would target them.

### Check Your Understanding

Why is it important for advertisers to know who they are selling to?



- Why do advertisers put large amounts of money into advertising?
- What kinds of products and services are aimed at the teenage market?
- How do advertisers reach teenagers?
- Can you think of a place where there are no advertisements?
- How many different types of advertisements can you think of?



# ELEMENTS OF ADVERTISING

Given that advertisements want to persuade readers to do something (i.e. buy the product or use the service), they must be

- memorable,
- clear and
- distinctive.

Advertisers have become very creative in their ways of making their work memorable. They use photos, cartoons, words and graphics to help readers remember their brand name. The advertisement must also be clear—the brand name and image that it wants to present should be recognisable. Finally, the advertisement should set itself apart from other brands in that field and be distinctive. With this in mind, advertisers use a variety of strategies, selling points and language to give their advertisement impact.

## Check Your Understanding

What is the main thing advertisers want you to remember?



## Image

The image of a product is a key element in advertisements. This is the way the advertisers would like their product or service to be seen and understood by readers in general. When analysing an advertisement, try to work out how the visuals in particular make you feel. Do they convey a tough image, a relaxed one, a carefree one? For example, Advertisement 1 on page 63 conveys an image of trendiness with its vibrant splashes of colour.

## Strategies

Advertisements are intended to persuade readers into buying goods and services. To do this, they use facts, figures, famous people, puns, great graphics, emotion, ethics and all kinds of strategies to get you interested in the product. Of course, they do not use only one strategy at a time; often they employ two or even three. We are going to look at some of the strategies advertisers use.

Strategies that are based around the reader:

Strategy	Definition	Example	Advertisement
• Emotion	• Making the reader feel a positive emotion, such as happiness or love, and tying it to a product	• If I buy this product, I will be able to capture the same positive moments in my life.	<p>Let Fong's supply the good times with our New Year's baskets.</p> 
• Reinvention, change or improvement of the self	• Claiming that the reader will be a better person with this product	• If I buy this product, I will change myself in significant ways.	<p>slimfast helps. Come out of your shell and emerge into the light.</p> 

● Ordinary-person appeal

● Placing an ordinary person in a situation where they benefit from the product

● If this person benefits from or enjoys this product, I will.



● Flattery

● Complimenting the reader on his or her taste, good looks, and so on, so that he or she will buy the product

● You are so trendy, you need to wear this product to fit your image.




### Strategies that are based on the product:





Strategy	Definition	Example	Advertisement
● Novelty	● Claiming that because something is new, it must be good, or better than products that came before	● If I buy this, I will have the latest and therefore the best product on the market.	
● Misleading vividness	● Taking a dramatic example of how life changes with this product and using it to prove something that may not be backed by statistical evidence	● If I buy this product, my life will become as exciting and adventurous as the people's in the advertisement.	
● Brand appeal	● Using a brand name to sell a product	● The brand name on its own is so good that it sells itself.	
● Credibility	● Using science, facts, data, charts and graphs to prove what is being said about the product	● I can see how effective this product is by looking at the statistics from the manufacturers.	



Strategies that focus on our friends, community or society:

Strategy	Definition	Example	Advertisement
Bandwagon	Using peer pressure to make the reader think that everyone is doing or buying something	If I do not buy this product, I will be left out of the group.	 Keep up with the leaders. Run with Surefit.
Patriotism	Claiming that by doing or buying something, you will fulfil your patriotic duty to your country	If I love my country, I should support this cause by buying products manufactured locally.	 Support our country. Buy Tuff-Stuff shoes. Proudly Hong Kong.
Common practice	Since everyone is doing this, it must be a good thing	If everyone is going to the sale, I should too.	 All customers discounted in Robinson!! Hurry up and get down here! Beat the crowds!

Other strategies:

Strategy	Definition	Example	Advertisement
Celebrity appeal	Using a well-known person to sell a product or an image	This product or service must be good because my idol uses it.	 Since Demi started using Pantex on her hair, she's had no shortage of followers.
Tradition	Using tradition or custom to sell a product	If something has been going for a long time, it is tried and tested.	 Brewed according to ancient custom and tested by elders over thousand of years, Breme's Coffee comes with the flavour of history.
Foreign appeal	Claiming that because something is unique, foreign or different, it must be good	If this product comes all the way from India, it must be good.	 Get the real taste of India with Darjeeling Tea.
Association	Connecting something to the product in order to sell it	Celebrities buy this product. If I buy it, I may get some of their glamour.	 You don't have to be a film star to wear one of our watches - just look like one.

## Activity | 5.1

Objective: To analyse given advertisements

Look at the advertisements on pages 67–68. Discuss as a class what strategy or strategies each advertisement is using.

**SONY** Cyber-shot

*Skinny*

13.9mm<sup>o</sup>  
Ultra slim

Splashes of Colours. Flashes of Emotions

Ultra Slim **Skinny** with optical image stabilizer

like.no.other

Icons: ULTRA SLIM, OPTICAL IMAGE STABILIZER, SMILE DETECTION, TOUCH SCREEN, 10:1 MEGA PIXEL, COLLABORATIVE FOCUS

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because it's more than just a phone,  
it's who we are

whatever your style, there's a Nokia phone to match your individuality.  
choose the one that's right for you.

**NOKIA**  
Connecting People

Nokia 7610 supernova

Nokia 6600 slide

Nokia 6600 fold

Nokia 3500 slide

Nokia Careline: 2136 6388

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View #101-1001 BK - Puma & Puma Eyewear

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**GIFT : STYLISH PUMA CAP**  
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Sole Distributor : Sin Kwang Optical (M) Sdn Bhd (16160-U)  
Offer valid at all authorized optical shops.  
While stocks last.

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**GOTCHA!**

**WE R OUT 2 GET U!**

**hitz.fm**

**ON AIR**  
**JJ & RUDY**  
**6AM - 10AM**  
**MON-FRI**

POWERED BY AMP RADIO NETWORKS

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Consider also the following:

- what image the advertisers want to create
- how the pictures contribute to that image
- how colour is used in each advertisement
- why particular words are chosen
- which ones include a logo and slogan
- how the advertisers have made the advertisements memorable, clear or distinctive
- which demographic the advertisements are aimed at

## Activity | 5.2

**Objective:** To analyse a collection of advertisements

In groups, bring a magazine or newspaper to school and cut out five advertisements for products that are representative of popular culture. Alternatively, you can bring photos of billboard or poster advertisements on the street. For each advertisement, answer the questions below.

1. What is the advertisement trying to sell?
2. Identify the image the advertisers are trying to convey.
3. Identify the strategy/strategies it is using.
4. What is your reaction to the advertisement?
5. What do you like about the advertisement?
6. Does the advertisement make you want to buy the product? Why or why not?

Make a display of your collection of advertisements and your conclusions.

### Early Advertisement

This is one of the earliest print advertisements by Pond's for their Vanishing Cream (no longer in production) in 1915. Can you work out which strategy it uses?





# SELLING POINTS

Advertisers are always trying to promote the unique selling points (USPs) of their product or service. These USPs differentiate the product or service from other similar products on the market. Most advertisements concentrate on one or two selling points. These might be the price of the product or its feel, taste, smell, environmental friendliness, usefulness, beauty, convenience, power, exclusivity, and so on.

## Check Your Understanding

Why do advertisers want to make their USPs clear to consumers?

Examples:

Go on ~ spoil your family with Tangy's Tomato Sauce



Selling point: Taste

*Ferris Diamonds  
mined from the depths of  
deepest Africa to adorn  
your body. Simply  
the world's best*



Selling point: Exclusivity

## Activity | 5.3

**Objective:** To determine the selling points of advertisements

  Look back at your collection of advertisements from Activity 5.2 and identify their selling points.



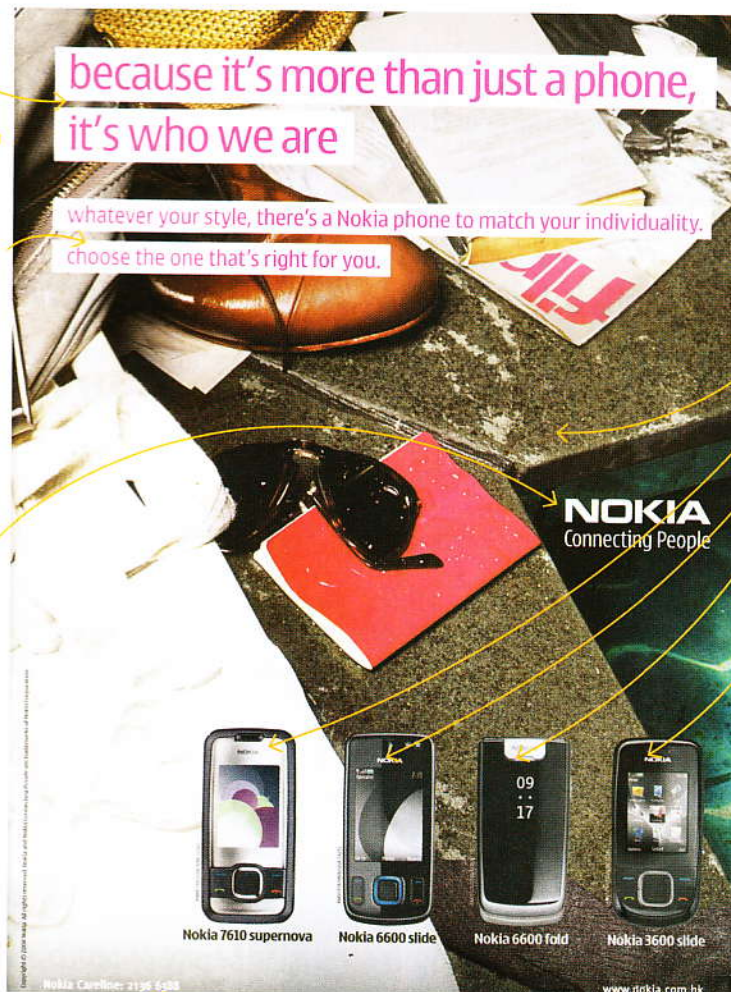
# STRUCTURAL FEATURES OF ADVERTISEMENTS

Advertisements usually have these main structural features:

**Headline** – contains the words in the leading position of the advertisement—usually the top—and typically appears in larger and bolder type than the other words in the advertisement. Headlines attract and engage the reader's attention.

**Body copy** – contains the details and selling points of the product or service: its features, benefits and utility. It is usually set in smaller type than the headline.

**Signature line** – contains the brand name, slogan and logo



**Illustration** – refers to all of the visuals in an advertisement. Illustrations catch the reader's eye.

**Standing details** – contains the details of the company, such as its address and contact details, and also items such as cutout coupons. These are usually set in small print.

# LANGUAGE FEATURES OF ADVERTISEMENTS

These are the common language features of advertisements:

**Alliteration** (words beginning with the same letter) – e.g. *Sam's sweet and saucy semolina*

**Celebrity endorsement** – e.g. *As worn by J.Lo; Seen on CSI*

**Commands/Imperatives** – e.g. *Do it to pamper yourself! Come in!*

**Direct address to the consumer** – e.g. *You won't regret it; You'll feel a million dollars in this dress.*

**Evocative language** (words that bring to mind visual images) – e.g. *Come for the rich, dark aroma of our Turkish coffee; Tough, gritty and hard-working—those are our workboots*

**Graphically interesting letters** – e.g. *Many people think our pens are traditional and heavy, but you'll find them light and portable.*

**Guarantees** – e.g. *This suit will last you a lifetime; Our scales come with a 30-day money-back guarantee*

**Memorable phrases** – e.g. *Life is for living with LT gas; The store that has more; Living is for giving—give the gift of life*

**Poems/songs/rhymes** – e.g. *Twinkle, twinkle, little star, Tell me where the diamonds are; We're simply the best—better than all the rest; An apple a day helps you work, rest and play*

**Promises** – e.g. *Drink Slimfast and you'll lose a kilo a week*

**Puns** (words that have two meanings) – e.g. *Holier than Thou* (This is a well-known saying, for a packet of mints with real holes in them)

**Questions** – e.g. *Does your car need new tyres?*

**Reader-friendly layout for print advertisements** – such as easy-to-read font, plenty of white space around text and bold headlines

**Rhetorical questions** (questions that are not intended to be answered, but assume that the reader will answer them in a certain way) – e.g. *Wouldn't you like to reduce your wrinkles? Aren't you tired of banks giving you the brush-off?*

**Sentence fragments** – e.g. *Great stuff! Hot off the press! Outstanding!*

**Slogans** – e.g. *Alexi Cars – Go your own way; Lakeside Flats—Country living in the city*

**Special offers** – e.g. *Get your 20% discount tomorrow only; Buy one, get one free*

**Word play** – e.g. *Indulge yourself in Linze Chocolates—the eighth deadly sin; Flora's Florist—Flower Power for the Masses*



## Activity | 5.4

**Objective:** To analyse the language features of advertisements



Using your collection of advertisements from Activity 5.2 again, identify the language features they use. Explain how these methods make each advertisement persuasive.

Write up your conclusions about the strategies, image, selling points and language in your selected advertisements, and place them in your portfolio for your time capsule, online publication or newspaper-type publication.



## Activity | 5.5

**Objective:** To create an advertisement



In groups, create an advertisement of your own. The whole class will decide upon one product related to popular culture and each group will come up with a different advertisement for that product. Follow the process writing approach:

### Step 1: Generating

Discuss as a class which product you would like to design an advertisement for. You can choose one from the list below or select one of your own:

- a popular eatery
- the latest technical gadget
- a line of clothing
- an accessory
- a new magazine

Once you have decided on a product as a class, separate into your groups and generate ideas under these headings:

- Name – What are you going to call your product? Think of as many associated adjectives or nouns as you can.
- Market – Who is your product going to be aimed at? What would attract this market to your product? How can you include those ideas in the advertisement?
- Image – What kind of image do you want to convey with this advertisement?

### Step 2: Planning

You need to devise a strategy and selling point for your advertisement. What would be the most suitable strategy for your product? What would the selling point be? What would make it attractive to your target readers?

Design the first draft of your advertisement—use black-and-white stick figures as in the examples on pages 64–66. If you have decided that your image is *excitement*, how can you make the advertisement more exciting?

You can include images you have cut out from newspapers or found on the Internet, but do not copy advertisements you find.

### Step 3: Writing

Now you have a rough design of your advertisement, decide on the words you are going to use in your advertisement. Exchange ideas on the following:

- the logo
- the slogan
- the words you are going to use to promote the product

Once you have laid out your draft advertisement, decide where you are going to put the words on the page and which typeface, colours, punctuation, and so on, that you are going to use.

### Step 4: Editing

Look at your draft advertisement and revisit your intentions in your strategy, selling point, language and image. Does your advertisement still reflect them?



*Give a presentation on your advertisement to the class. You are going to explain the way your group developed the ideas in your advertisement as well as present the advertisement to the class. Look at the Formative Evaluation Sheet in your Logbook to see the criteria for your presentation. In your presentation, you should explain your aims and the choices you made to fulfil those aims.*



*Vote for the best advertisement.*

Place your advertisement in your portfolio for your time capsule, online publication or newspaper-type publication.



## Talking Points

*Discuss these questions as a class.*

1. What is your favourite advertisement from among the ones shown here? Why?
2. Which strategy do you think would be most successful in selling a product to you and your friends? Why?
3. How do you think advertisements affect popular culture? Can you think of ways in which you have been affected?