

Common Advertising Strategies

<p>1. Ideal Kids and Families</p> <p>The kids in commercials are often a little older and a little more perfect than the target audience of the ad. They are, in other words, role models for what the advertiser wants children in the target audience to think they want to be like. A commercial that is targeting eight year-olds, for instance, will show 11 or 12 year-old models playing with an eight year old's toy. Ideal families are all attractive and pleasant looking—and everyone seems to get along! Ideal kids and families represent the types of people that kids watching the ad would like themselves or their families to be.</p>	<p>6. Heart Strings</p> <p>Commercials often create an emotional mood that draws you into the advertisement and makes you feel good. The McDonald's commercials featuring father and daughter eating out together, or the AT&T Reach Out and Touch Someone ads are good examples. We are more attracted by products that make us feel good.</p>
<p>2. Are You Cool Enough?</p> <p>Advertisers try to convince you that if you don't use their products, then you aren't good enough. Maybe you won't be accepted or have the right friends. Maybe you won't fit in. Sometimes they will show someone uncool trying a product and then suddenly they become hip looking and do cool things. There's an emphasis on status and "keeping up with the Joneses."</p>	<p>7. Cute Celebrities</p> <p>Teenage Mutant Ninja Turtles sell pizza. Spuds McKenzie sells beer. "Joe Cool" camel sells cigarettes. Tony the Tiger sells cereal, and the Nestle's Quick Bunny sells chocolate milk. All of these are ways of helping children identify with products either now or for the future.</p>
<p>3. Amazing Toys</p> <p>Many toy commercials show their toys in life-like fashion, doing incredible things. Airplanes do loop-the-loops and cars do wheelies, dolls cry and spring-loaded missiles hit gorillas dead in the chest. This would be fine if the toys really did these things.</p>	<p>8. Selective Editing</p> <p>Selective editing is used in all commercials, but especially in commercials for athletic toys like frisbees or footballs. Commercials show only brilliant catches and perfect throws. Unfortunately, that's not the way most children experience these toys.</p>
<p>4. Weasel Words</p> <p>By law, advertisers have to tell the truth, but sometimes, they use words that can mislead viewers. Look for words in commercials like: "Part of . . .", "The taste of real . . .", "Natural . . .", "New, better tasting . . .", "Because we care . . ." There are hundreds of these deceptive phrases.</p>	<p>9. Family Fun</p> <p>"This is something the whole family can do together!" or "This is something Mom will be glad to buy for you." Many commercials show parents enjoying their children's fun as if the product will bring more family togetherness.</p>
<p>5. Put Downs</p> <p>This is when an ad puts down the competition's product to make its product seem better.</p>	<p>10. Facts and Figures</p> <p>Advertisers use facts and statistics to enhance a product's credibility.</p>

<p>11. Star Power</p> <p>Sports heroes, movie stars, and teenage heartthrobs tell our children what to eat and what to wear. Children listen, not realizing that the star is paid for the endorsement.</p>	<p>13. Excitement!</p> <p>Watch the expressions on children's faces-- ever a dull moment, never boring. "This toy is the most fun since fried bananas!" they seem to say. Or one bit of snack food and you're surfing in California or soaring on your skateboard.</p>
<p>12. Bandwagon</p> <p>Join the crowd! Don't be left out! Everyone is buying this product— Why aren't you?</p>	<p>14. Scale</p> <p>This is when advertisers made a product look bigger or smaller than it actually is.</p>

Emotional Appeals

NEEDS: Successful advertisements appeal to the emotional NEEDS of the audience using a promise that the product being advertised can satisfy emotional needs such as:

- * The need for acceptance/belonging to a group
- * The need for security
- * The need for change, variety and excitement
- * The need to be attractive
- * The need for self-acceptance

Advertisers associate their products with luxury, wealth, fame, beauty, family, fitness, happiness etc. There is a suggestion that by using their product some of these associations will wear off onto the consumer.

FEARS: Advertisements also make use of the oldest persuasion method, FEAR. They suggest that terrible things can happen to a consumer if you don't use their product. As consumers some of our common fears include:

- * Being unattractive
- * Being rejected
- * Being ridiculed
- * Being unsafe/in danger

Look at all the ads for unwanted hair, body odor, or dandruff. Society has been made to feel that these things are not acceptable However FEAR can also be used to prevent drinking and driving, drug taking etc. FEAR works best if it does not scare too much.

Can you think of other NEEDS or FEARS that advertisers target?