

Take a Look at the Ads

Claiborne County
4-H Program
7th Grade
December



Objective:

Upon completion of this lesson the students will be able to:

- ⇒ Identify the purpose of advertising
- ⇒ Discuss specific advertising techniques and give examples of each.

In October we learned the difference in needs and wants. Can anyone tell us the difference in needs and wants? *Allow time for members to answer.* Clarify if they do not get it correct.

Last month we learned about goal setting and learned that goals should be SMART can anyone tell us what that means? Specific, Measurable, Attainable, Realistic, and Time Bound

Take a Look at the Ads

Every day we are bombarded with information in the form of advertisements.

Media in the form of TV, radio, magazines, newspapers, catalogs, internet and, probably, some forms I have forgotten to mention encourages us to buy products and services, act a certain way, do certain things, etc.

So, knowing all this, are advertisements good or bad?

Neither. Advertisements of any kind are meant to inform people.

If you have a product for sale, you want people to know its out there, right? Most advertisements fall into this category.



Today we are going to look at how manufacturers convince us that we have to have their product.

Everyday we receive information in the form of Advertisement. Each form of media has one thing in mind. To encourage us to buy certain products and services, act a certain way or do certain things.

Advertisement is the manufacturers way of selling their product or service. They give you information on their product to get you interested enough to buy their product. Without advertisement a great product sits on a shelf because no one knows about it. With great advertisement a mediocre product may have great sales.

Take a Look at the Ads

The media often implies that to be happy and successful we must eat a certain food, wear a certain shoe, or dress and look a certain way. This is one technique that advertisers use to sell a product.

In reality, happiness and success do not depend on 'things' but on the inner 'you'. Many people are easily convinced that they need a product when they really don't need it at all.

Advertisers use many ways to make us think their products are great. We are going to look at the seven most common ways companies use to market their products to consumers.



Advertisement is a great tool for us to use to make informed decisions about how we spend our money. What we must know is that all ads are not telling us the whole truth. They are giving small amounts of information to make us desire their product.

We then must research the product to see if what they are saying is true. Today we are going to look at 7 techniques that advertisers use to sell a manufacturers product or a companies service.

ADVERTISING TECHNIQUES

- Testimonials -
 - Celebrities, important people, sports figures or cartoon figures say that they use the product and so should you



With testimonials the message is that I use this product and look how successful I am. The suggested message is that you can be as successful, or look like the star if you use the product. The picture of Jared with is before Jeans, the message is that if you eat at Subway you can loose weight like this.

In reality you have to exercise and make wise selections at Subway or any where else that you eat to loose the weight.

Ask the class if they can name some commercials or ads using testimonials?

ADVERTISING TECHNIQUES

- Statistics?

- “Facts!” Statistics, and numbers are used which don’t necessarily mean anything



Statements such as this product is recommended by 9 out of 10 dentist, etc.

You have to be cautious because statistics can be misleading. 9 out of 10 people may have liked the product but 21 out of 30 may have disliked the product.

Ask the class for examples of statistics.

ADVERTISING TECHNIQUES

- Appeals to the Senses

- Sounds and pictures are featured which appeal to our senses. Emphasis is on beauty, taste, feels, sound, or smell. It may not relate to the product being promoted.



Beautiful scenery is used with sounds that are pleasant, relaxing.

The scenery, music, etc. may not relate to the product but the hope is that you will relate that product to the pleasant feeling that the ad creates. They when you see that product on a shelf you will choose it above another product because of the way the commercial or ad made you feel.

See if the class can give any examples of this type ad.

ADVERTISING TECHNIQUE

- Humor

- People enjoy laughing. They may purchase a product because of a positive association with a humorous advertisement.



Humor in advertising is a delicate method of attracting a viewer's/listener's attention to the client's product. Done right, it achieves success. Done wrong and it could be a disaster.

Can you all name some ads that use humor?

ADVERTISING TECHNIQUES

- Fantasy

- Advertisements feature super athletes, super heroes, rich and famous people. Advertisers want the consumer to believe they can have the “glamorous” fantasy if they purchase their products.



The creators of fantasy advertisements want you to believe their product will make your life better and seem like it will bring you friends. They do this by creating picture scenes in which one would put one’s self in.

If you buy this product this fantasy can become a reality.

Can you name ads that use fantasy?

ADVERTISING TECHNIQUES

• Bandwagon Appeal

–This advertising technique says, “Everyone is doing it, don’t be left out!”



Bandwagon is persuading a consumer by telling them that others are doing the same thing. An example is in a soft drink ad, there will be many attractive young people having fun on a beach.

Can you give examples of this type advertising.

ADVERTISING TECHNIQUES

• Nostalgia

»This technique plays on the ideas of the “good ol’ days” and “like grandma used to make.” It often uses “back-to-nature” or “simple is best” themes.



Marketers try to tap into fond memories to help sell products. The time-machine tactics are primarily evoking four decades — the 1950s through the 1980s.

The hope is that warm, fuzzy feelings about the past will help make people feel better about the present and future.

Name the Advertisement Technique

1. “Used by over 11 billion people!” The pain reliever 9 out of 10 doctors recommend.

Technique - Statistics

2. A product is advertised that will “take you back to the days when life was simpler and families spent enjoyable time together.”

Technique - Nostalgia

3. A beautiful sunset on the ocean (with the noise of the waves and the cry of the gulls) is used as background for an ad promoting lotion.

Technique - Appeals to the Senses

Go through the next two slides. Ask students if they can name the type of ad.

Give them a little while to see if they can correctly name the type of ad.

The answers will come up after the advertisements on the page are all there.

Name the Advertisement Technique

4. “I want you to have the pleasure I have found using Silly Suds dishwashing detergent.” ..quote by a famous actress.

Techniques - Testimonials

5. On television, a teen is shown downcast and all alone until she buys a certain kind of clothing. Then she joins a laughing crowd of friends who are all wearing the same kind of clothes.

Technique – Bandwagon appeal

6. A person falls down a flight of steps and says, “That’s the kind of meal you could fall for!”

Technique - Humor

Public Service Announcements

Use some of the same techniques to encourage people to make decisions that will have a positive effect on their lives



Most ads are designed to promote a product and entice you to buy that product. Some ads however are used to encourage people to make decisions that will have positive effects on their lives.

Anytime agencies write a commercial or PSA they field test it with their target audience. They want to determine if they were successful in accomplishing what they intended to.

They show the Ad or PSA and then ask questions such as:

How did it make you feel?

Did it grab your attention?

What action was it promoting

Was it effective in getting the message across?

Would you make changes.?



Next Months Contest

BREAD BAKING CONTEST

Both the bread baking and cookie contests will be at your January meeting. (All entries should be baked by the 4-H member making the entry.) *Parents and grandparents may help, but please remember that this is the 4-H members project.*

You may enter as many of the categories as you are eligible. You will receive ribbons for all entries.

7th grade – Bring 3 Quick Bread Muffins to your January 4-H meeting.



The next two slides give the details of next month's bread and cookie baking contest. Point out that 7th graders can make 3 quick bread muffins or do any of the cookie categories. An entry in any of the categories is 3 cookies or muffins.

COOKIE CONTEST

- Division 1: Drop Cookies
- Division 2: Bar Cookies
- Division 3: Shaped Cookies



Bring 3 of each type of cookie that you are entering to your January 4-H meeting.



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The final slide gives the rules to the model vehicle contest. Basically, if you can make a vehicle, you can enter it. Kits, homemade models, LEGO models, etc. can be entered. They are judged on the degree of difficulty and originality.



Model Vehicle Contest

Building models is a popular activity for many 4-H members. Only enter one model in each class. (All models must be made by the 4-H member entering them in the model contest.) You may use plastic model kits, snap together kits, or wood kits.

CLASSES ARE:

1. Model Car - plastic, wood, or other kits
2. Model Truck - plastic, wood, or other kits
3. Model airplanes, boats, space shuttles or military vehicle



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DROP COOKIES:
The dough is drapped from spoons onto baking sheets. Leave space between the dough for it to spread when baking.



BAR COOKIES:
These cookies have a texture more like cake and are the easiest to bake. The dough is spread in a greased pan and baked for a given length of time. When cooled, the cookies are cut into squares or bars.



ROLLED/ SHAPED COOKIES:
This type of cookie dough is rolled and cut using different shaped cutters. Or the cookies are made from stiff dough, and shaped with the hands.



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For the January meeting 4-H members have 2 contest they can compete in with a possibility of getting 7 ribbons.

Remind the 4-H members that for each of these contest that they this is their contest, not their parents. They are to make the items, however, they can have help from parents, grand-parents, or guardians but they should do the majority of the work.

Baked goods will be judged on uniform shape, color, and taste. A recipe should be included with each entry.

Model vehicles will be judged using the following criteria:

1. Neatness of model. How does it look compared to all other models?
2. Use of glue. Glue should not be visible on outside. Use a toothpick or liquid glue made especially for model kits. Any glue visible on windshields will result in points deducted.
3. Use of paint and/or decals. Are all decals neatly applied? Is paint neat and smooth?