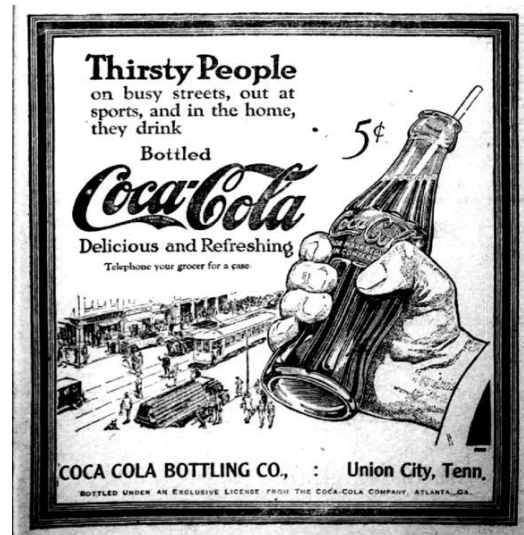


Types of Advertising

We are bombarded by hundreds upon hundreds of advertisements each day. While some are easily forgotten, others are unforgettable. What makes one stand out and another fade away?

There is no one single answer, but effective ads meet at least one of the criteria listed below:

- **It's funny.**
 - Ads that make us laugh have a better chance of being remembered by the consumer.
- **It offers a solution.**
 - Ads that show us how to solve a problem we have can pique our interest and help us remember the product or service.
- **It tugs at our emotions.**
 - Ads that elicit a response from use - - laughter, tears, sympathy, sentimentality, concern -- gain our attention.
- **It's factual.**
 - Ads are sometimes quite direct, sharing facts and keeping the message very simple. That simplicity can make it easy to remember what the seller wants you to remember.



Good advertising also keeps the audience in mind. It looks at *demographics*, which are the people who will see it. If you are trying to sell a young adult novel, you would design an ad that would feature the age group that you are trying to attract. You would not design an ad featuring babies or the elderly!

Good advertising also considers the geography of the audience. This is something that some sellers definitely need to keep in mind! If you want to sell winter jackets and snow boots, then you want to advertise in regions that receive snow. Trying to sell winter jackets in an area that never sees snow is relatively useless. On the other hand, if you are selling umbrellas, you can worry less about regions since even the driest states receive rain now and again.

Finally, good advertising thinks about *psychographics*. This is the study of people's attitudes, opinions, and interests. If advertisers know that people are football fans then

they can tailor their ads to those people. The same for dog people, political views, and religious beliefs. While it might seem too narrow, if advertisers combine the three “graphics,” they can effectively target the appropriate audiences.

Ads do not just sell products or services. They can also be used to sell ideas.

Public service announcements (PSAs), like the 1950s ad from the New Zealand Department of Health, are messages for the benefit of the public. They can be used to change behavior, change attitudes, and change opinions. PSAs often revolve around public health concerns (e.g. wash your hands after using the restroom), safety (e.g. be aware of your surroundings), and social issues (e.g. speak up if you see bullying).

PSAs follow the same guidelines as advertisements. They can be designed to be funny, to pull at your emotions, or to meet a need. They can also be very direct, simply making a statement about how important a topic is.



Now it's your turn. You need to create a PSA about the importance of serving on a jury. Your job is to convince people that they should serve on a jury rather than avoid it.

Think about the ads that you see everyday.

- Which ones amuse you? Why?
- Which ones annoy you? Why?
- Which ones do you remember? What makes them memorable?

Think about the ads that made you want to buy the product or the service.

- What was it about the ad that made the product or service seem like something you needed or wanted?
- How did the ad convince you that the product or service was important?

When it comes to your PSA, be creative. The right answers are the ones that get your point across and convince people that serving on a jury is something they should want to do.