

Grade 7 Literacy

Week of December 7 – December 11

Lesson 2: Writer's Notebook 1 – Branding

Advertising Strategies

Advertisers use many strategies to sell their products. Read some of the examples below. Consider also the point of view and the [bias](#) of the advertisement. Are these strategies forms of [propaganda](#)?

Complete the activity, Advertising Techniques. Use the article (in this PDF), *Online Marketing to Kids: Strategies and Techniques*, to do so.

Target Audience

Ads are meant to target specific audiences. Depending on the target audience, advertisers choose different techniques.

Complete the activity, Two Different Audiences.

Marketing to Teens - Advertising Strategies

Advertisers have many methods to try and get you to buy their products. Lots of times, what they are selling is a lifestyle, or an image, rather than the product. Here are some tricks of the trade.

Ideal Kids (or families) - always seem perfect. The kids are really hip looking, with the hottest fashions, haircuts and toys. 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.

Family Fun - a product is shown as something that brings families together, or helps them have fun together; all it takes is for Mum or Dad to bring home the "right" food, and a ho-hum dinner turns into a family party.

Excitement - who could ever have imagined that food could be so much fun? One bite of a snack food and you're surfing in California, or soaring on your skateboard!

Star Power - your favorite sports star or celebrity is telling you that their product is the best! Kids listen, not realizing that the star is being paid to promote the product.

Bandwagon - join the crowd! Don't be left out! Everyone is buying the latest snack food: aren't you?

Scale - is when advertisers make a product look bigger or smaller than it actually is.

Put Downs - when you put down your competition's product to make your own product seem better.

Facts and Figures - when you use facts and statistics to enhance your product's credibility.

Repetition - advertisers hope that if you see a product, or hear its name over and over again, you will be more likely to buy it. Sometimes the same commercial will be

Heart Strings - ads that draw you into a story and make you feel good, like the McDonalds commercial where the dad and his son are shoveling their driveway and the son treats his poor old dad to lunch at McDonalds when they are done.

Sounds Good - music and other sound effects add to the excitement of commercials, especially commercials aimed at kids. Those little jingles, that you just can't get out of your head, are another type of music used to make you think of a product. Have you ever noticed that the volume of commercials is higher than the sound for the program that follows?

Cartoon Characters - Tony the Tiger sells cereal and the Nestlé's Quick Bunny sells chocolate milk. Cartoons like these make kids identify with products.

Weasel Words - 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 -- how many more can you think of?

Omission - where advertisers don't give you the full story about their product. For example, when a Pop Tart claims to be "part" of a healthy breakfast, it doesn't mention that the breakfast might still be healthy whether this product is there or not.

Are You Cool Enough? - this is when advertisers try to convince you that if you don't use their products, you are a nerd. Usually advertisers do this by showing people who look uncool trying a product and then suddenly become hip looking and do cool things.

repeated over and over again.

3.3 Advertising Techniques

Complete the chart in point form note style:

Advertising Strategy	Summary Notes	Sample Advertisement	Target Audience
Ideal kids (or families)			
Family Fun			
Excitement			
Star Power			
Bandwagon			
Scale			
Put Downs			
Facts and Figures			

Repetition			
Heart Strings			
Sounds Good			
Cartoon Characters			
Weasel Words			
Omission			
Are You Cool Enough?			



3.4 Two Different Audiences

1. Choose a product, service or issue to advertise.
2. Decide on your two target audiences.
3. Select your advertising technique(s) from 3.3
4. Plan a strategy – deciding upon images, design, logos, slogans, text, etc.

You will not actually need to create the advertisement, the purpose of the task is to select the appropriate strategy for the appropriate audience and product.

Planning Notes

Product / Service / Issue: _____	
Target Audience:	Target Audience:
Advertising Technique:	Advertising Technique:
Strategy Notes:	Strategy Notes: