

Advertising

A means of convincing or
persuading people

Goals of Advertisements

1. To inform
2. To develop awareness
3. To modify behaviour
4. To create needs

Logos & Slogans

A logo is a customized graphic representation whose goal is to identify the brand at a glance and to build consumer loyalty.

A slogan is a phrase that promotes a brand because it is memorable, catchy and often funny.

Kahoot – Logos & Slogans



Advertising Strategies

Textbook, page 33

Worship of an ideal/Desire for popularity



MITSUBISHI
WAKE UP AND DRIVE.

Repetition



TO LOCATE A RESTAURANT NEAR YOU

Enter zip code

SEARCH

OR [CLICK HERE](#)



[FRESH FACTS](#) • [FRESH FOOD](#) • [FRESH FEATURES](#) • [FRESH ENTERPRISES](#)

FRESH FOOD

[Fresh Menu](#)

[How to Get Fresh](#)

[Fresh Nutrition](#)

[Party Planner](#)

[Gift Card](#)

Fresh Food

The Essence of the Word "FRESH"

We're picky in how we prepare our food. We buy the best tomatoes, onions, peppers, and spices, making our numerous fresh salsas every day. We crush only the finest, ripest avocados for our guacamole in small batches all day long to ensure freshness. All this freshly prepared food takes a lot of extra effort, but our customers really eat it up.

The one thing that distinguishes Baja Fresh® from everyone else is our commitment to freshness. At each of our locations your food is made to order and prepared **FRESH**. It's the only way to serve food and that's why it's the only way we do it!

[Click on *Fresh Flavors* to review our menu items.](#)



Chicken Tostada

A hard tortilla shell filled with your favorite salad fixings. A great alternative to the traditional burrito!

Appeal to emotion/excitement



Comparison & Incomplete Comparison

HAVE IT YOUR WAY®

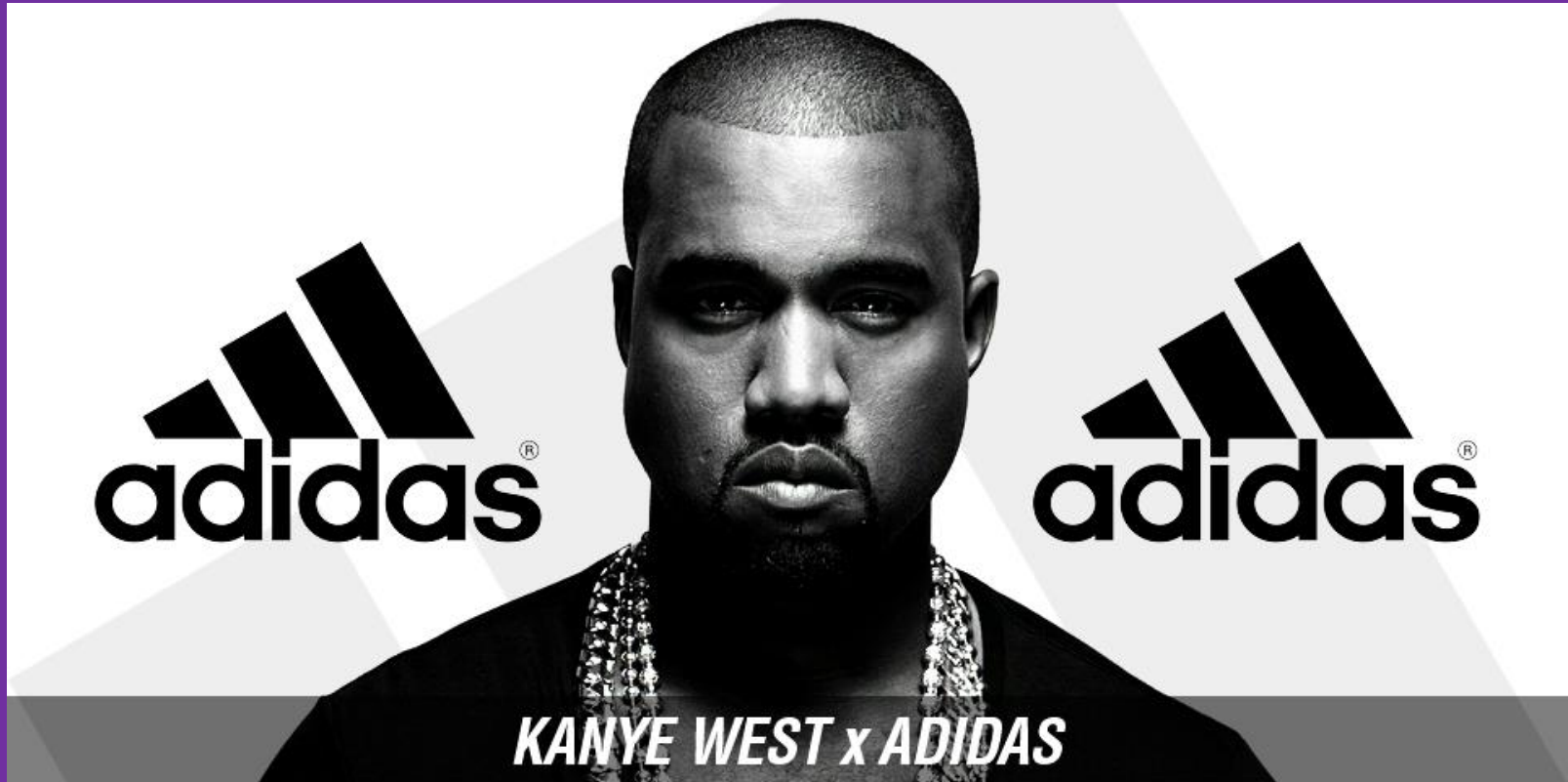
Our success isn't hidden in some secret sauce. Actually, it's no secret at all that we fire-grill our burgers to perfection. Next time you're at BURGER KING®, order a fire-grilled Original WHOPPER® Sandwich. The grill marks are there, just like when you BBQ at home. That's the point, if you can't make it at home, THE FRESH FIRE-GRILLED TASTE OF BURGER KING™ is right around the corner.



Product Placement



Use of a celebrity



Appeal to logic



MICHELIN. BECAUSE SO MUCH IS RIDING ON YOUR TIRES.

At Michelin, we are guided by a single overriding concept: tires are—as far as we are concerned—the most important pieces of equipment you can put on your car.

Therefore, making the best tires possible, regardless of cost, has become an obsession with us.

That is why we make our own steel for our steel-belted radials. Why each tire model is so long in the development stage. And even longer in the testing and manufacturing stages.

That is also why Michelins perform as well as they perform. And last as long as they last.

And, of course, why they cost more to buy.

Though you may find, as many Michelin buyers do, they end up costing less to own.



MICHELIN

Scarcity Effect



Ambiguity



Picks up five times more women than a Lamborghini.



Forget your Italian racers. This little babe-magnet is the Daihatsu Hijet MPV. Don't laugh. It packs in six comfortable seats, four of them reclining). A five speed gear box. Two sun roofs for when things get hot. And even a 3 year/60,000 mile warranty guaranteed staying power. But what really makes the Hijet MPV so attractive? The £167,503 change from a Lamborghini course. Our price is just £8,497 on the road. For more information call us on 0800 521 700. **THE HIJET MPV.**

DAIHATSU

NO-NONSENSE VEHICLES.

Humour

Facts, numbers and statistics



ADVANCE TO
**HEALTHIER GUMS &
STRONGER TEETH**
FROM DAY 1*

Crest PRO-HEALTH[™]
ADVANCED

CAVITIES • GINGIVITIS • ACID EROSION • SENSITIVITY

PLAQUE • TARTAR • WHITENING • FRESH BREATH

*vs ordinary toothpaste with continued use. Starts fighting plaque and protecting enamel from Day 1

THE AXE EFFECT





**BAD BREATH
ISN'T SEXY.**

Fresh breath is.

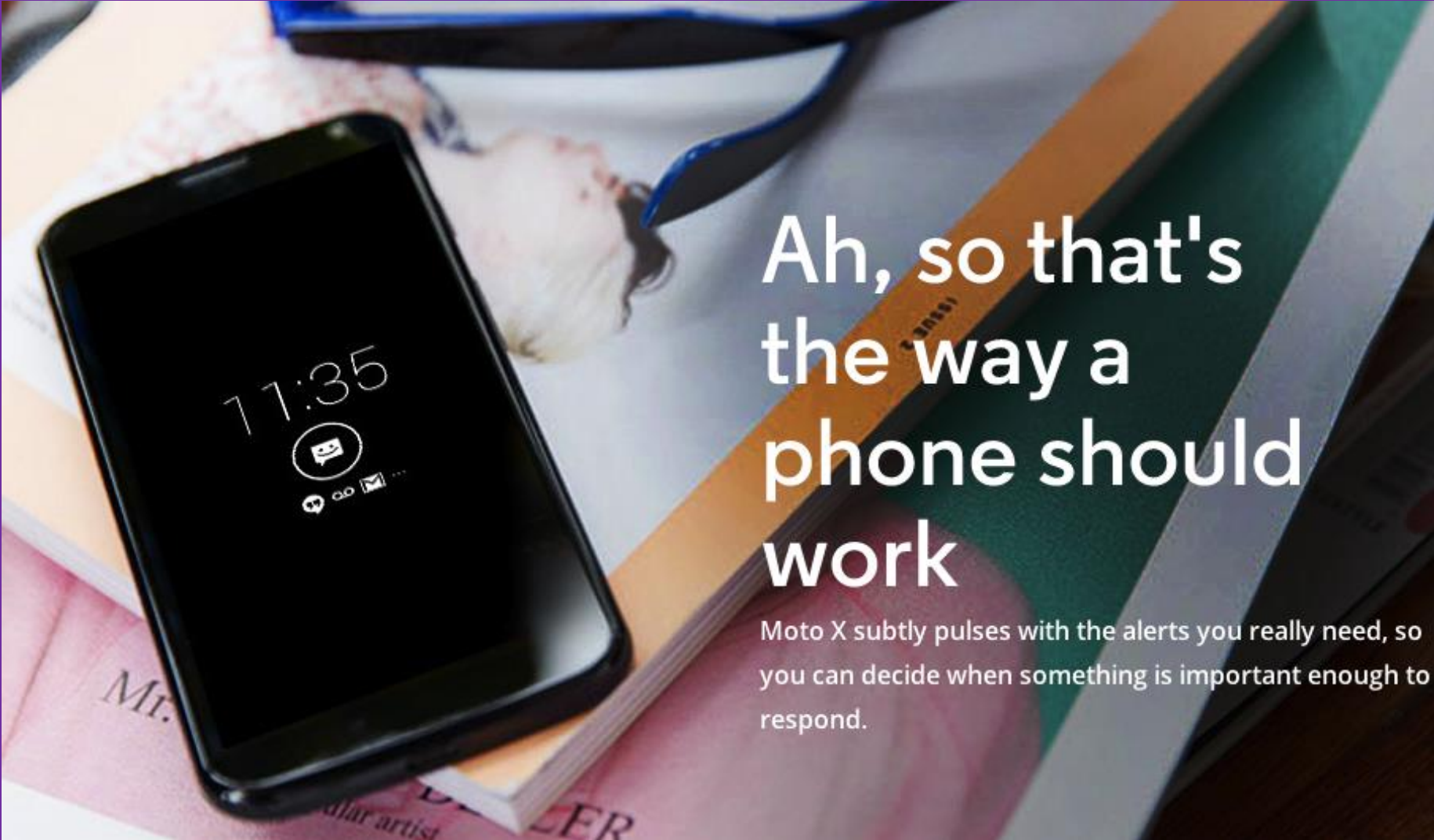




I'm a PC.



I'm a Mac.



Ah, so that's the way a phone should work

Moto X subtly pulses with the alerts you really need, so you can decide when something is important enough to respond.

According to repeated nationwide surveys,

More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every
branch of medicine
were asked, "What
cigarette do you smoke?"

You'll smoke Camels for the same reasons
so many doctors smoke them. Camels have
real, real satisfaction, pack after pack, and
a flavor unmatched by any other cigarette.

Make this simple test: Smoke only
Camels for 30 days and see how well Camels





20,679* Physicians

say "LUCKIES are
less irritating"

"It's toasted"

Your Throat Protection

against irritation against cough

* The figures quoted have been checked and certified to by STATISTICAL BUREAU BOSTON, MASS.

BUY A COFFEE AND HELP TURN A KID'S LIFE AROUND

WEDNESDAY, JUNE 1ST

100%
OF PROCEEDS
FROM CAMP DAY
COFFEE SALES GO TO
TIM HORTONS
CAMPS.

At participating
restaurants.





Cool Lime
with real lime

Very Berry Hibiscus
with whole blackberries

Rethink how you re-energize.

Introducing Starbucks Refreshers™ beverages, made with Green Coffee Extract for a boost of natural energy.

**YOUR STARBUCKS.
EVERY LATTE,
EVERY CAPPUCINO...
100% FAIRTRADE COFFEE.**

