

Advertising Strategies

Testimonial – an ordinary person recommends the product, service, or idea.

Celebrity Endorsement – The endorsement of a product by a well-known person or organization, e.g., sports hero or sports organization.

Transfer – The transfer of the qualities of one idea to those of another; e.g., a movie is fun to watch, so the game based on the movie will be equally fun to play.

Plain Folks – The technique of talking down to the audience in order to be one of them, e.g., testimonial.

Bandwagon – The suggestion that everyone is doing it, so it must be the popular thing to do.

Snob Appeal – The suggestion that the best people do it.

Facts and Figures – The implication that figures and statistics prove a point beyond dispute.

Hidden Fears – The exploitation of an individual's fears and insecurities.

Repetition – The constant statement of an idea in order to fix the image of a product in a person's mind.

Magic Ingredients – The implication that a product's effectiveness is scientifically based.

Weasel Words – The use of vague qualifiers or disclaimers such as "helps," "fights," "up to," and "virtually" to mislead the consumer into thinking the product is better than it really is.

Adapted from *Media Literacy Resource Guide*, 1989.

Glossary

Terms listed here should be introduced where appropriate.

Advertising Strategies – Methods used by advertisers to motivate potential buyers.

Commercial – A television or radio message designed to promote a product, service, or idea.

Flyer – A folded paper designed to promote a product, service, or idea.

Pleasure Value – The amount of pleasure derived, based on the prestige, usefulness, inclusion in a group, and/or sensory stimulation.

Position – Placing a message deliberately where it will be seen/heard by a target audience; e.g., sugared cereal commercials are often positioned between Saturday morning cartoons.

Product Placement – Inserting a product, or mention of the product, into a movie or TV show, e.g., having a leading character drink a specific soft drink or wear a name-brand sweater.

Storyboard – A series of drawings (frames) that illustrate the development of an idea, a sequence of actions for a commercial or film.

Target Audience – The subgroup of people, defined by age, sex, income, and education, that the promotion or product is aimed to attract.

Tie-ins – Products are often connected to one another, either by mention, coupon, or both; e.g., a stove manufacturer might recommend a specific brand of pots and pans.

Web Ads – Animated ads placed on web pages that come in two major shapes: *banner ads* appear across the page, usually at the top; *skyscraper ads* appear on one side, and flow down the page.

Resources

Print

Flyers from toy, electronics, and clothing stores

Making Adverts: The English Collection. London: Longman Group UK Limited. 1991. ISBN 0-582-059437.

McDonnell, Kathleen. *Honey, We Lost the Kids: Re-thinking Childhood in the Multimedia Age*. Toronto: Second Story Press 2001.

McDonnell, Kathleen. *Kid Culture: Children and Adults and Popular Culture*. Toronto: Second Story Press, 1994.

Worsnop, Chris. *The Issues Collection: Popular Culture*. Toronto: McGraw-Hill Ryerson. 1993.

Websites

Badfads Museum: The fashion, collectible, activity, and event fads of the last 100 years. <www.badfads.com/home.htm>.

Beanie Babies fad won't go away. <www.highlandsnj.com/news/html/NewsDocs/Beanie%20babies.html>.

Fads Gone By. <www.angelfire.com/fl/JackCraig/FADS.html>.