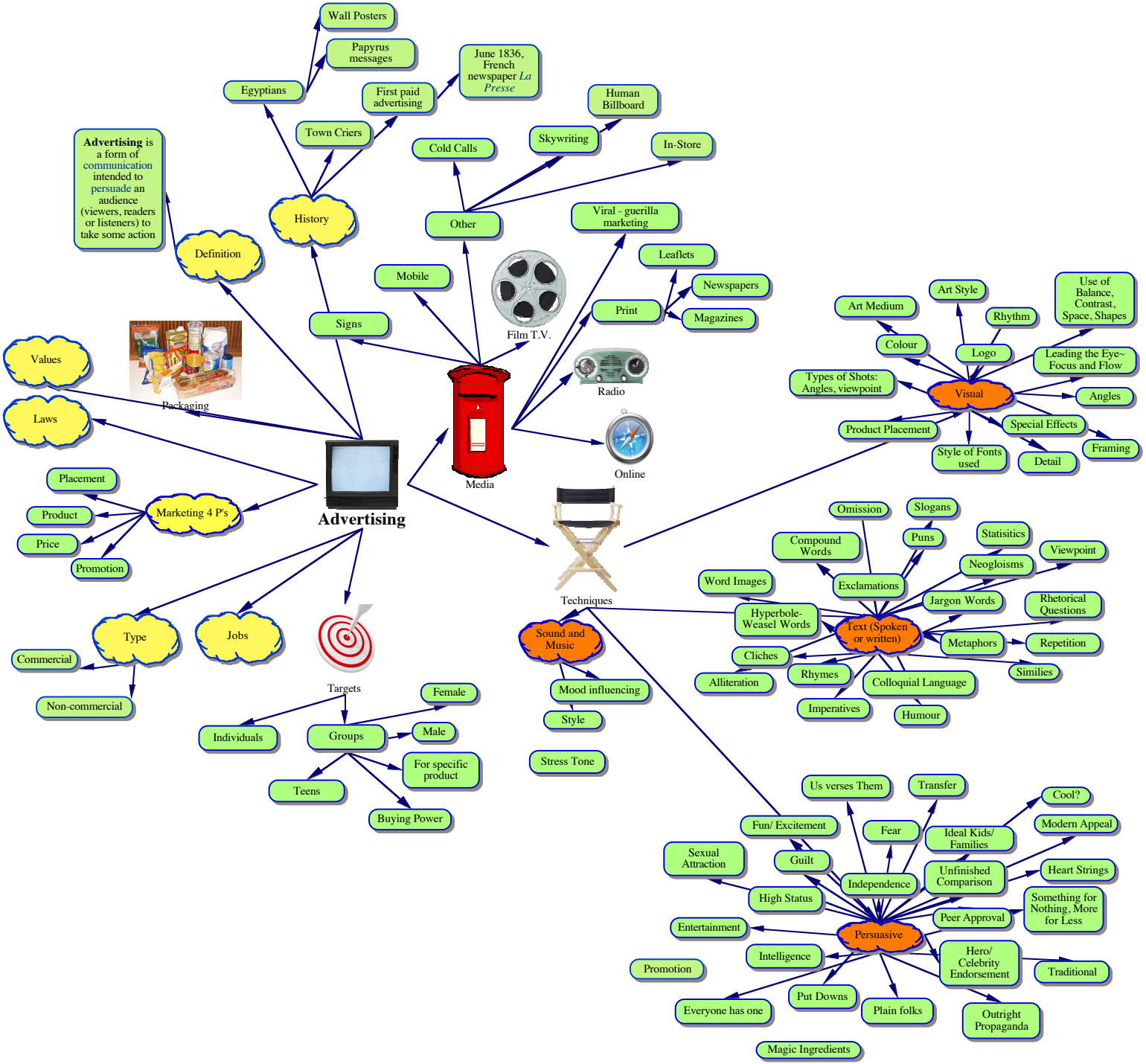
Advertising
Definition
Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to take some action
History
Egyptians
Wall Posters
Papyrus messages
Town Criers
First paid advertising
June 1836, French newspaper *La Presse*
Signs
Values
Laws
Packaging
Marketing 4 P's
Placement
Product
Price
Promotion
Type
Commercial
Non-commercial
Jobs
Targets
Individuals
Groups
Female
Male
For specific product
Teens
Buying Power
Media
Mobile
Other
Cold Calls
Skywriting
Human Billboard
In-Store
Viral - guerilla marketing
Film T.V.
Print
Leaflets
Newspapers
Magazines
Radio
Online
Techniques
Sound and Music
Mood influencing
Style
Stress Tone
Text (Spoken or written)
Exclamations
Omission
Slogans
Puns
Compound Words
Statisitics
Viewpoint
Neogloisms
Word Images
Hyperbole-Weasel Words
Jargon Words
Rhetorical Questions
Metaphors
Repetition
Cliches
Similies
Alliteration
Rhymes
Colloquial Language
Imperatives
Humour
Visual
Art Medium
Art Style
Use of Balance, Contrast, Space, Shapes
Rhythm
Colour
Logo
Leading the Eye~ Focus and Flow
Types of Shots: Angles, viewpoint
Angles
Product Placement
Special Effects
Style of Fonts used
Detail
Framing
Persuasive
Us verses Them
Transfer
Fun/ Excitement
Fear
Ideal Kids/ Families
Cool?
Modern Appeal
Sexual Attraction
Guilt
Independence
Unfinished Comparison
Heart Strings
High Status
Peer Approval
Something for Nothing, More for Less
Entertainment
Intelligence
Hero/ Celebrity Endorsement
Traditional
Promotion
Put Downs
Everyone has one
Plain folks
Outright Propaganda
Magic Ingredients