

What is advertising?

advertising

the method that businesses and companies use to promote their goods and services, in order to increase sales

catchphrase (slogan)

distinctive cry or phrase

persuasive language

any language that triggers an emotional response in, or attempts to change the attitudes of, a viewer, reader or listener

Advertising is the method used by businesses, companies and other organisations to promote their goods and services to the public. The ultimate aim of advertising is to increase sales by showing these goods and services in a positive light.

Catchphrases

Advertising is designed to make an impression on its audience. Sometimes an ad only has a few moments to grab the audience's attention before they turn the page, change the channel, drive past or click onto a new screen.

Some of the most successful advertising campaigns involve **catchphrases** or **slogans** that have become so ingrained in the community's consciousness that they are almost as well known as the products themselves. Here are some examples you might recognise:

Just do it (Nike)

Oh what a feeling! (Toyota)

Which bank? (Commonwealth Bank)

If you drink, then drive, you're a bloody idiot. (TAC campaign)

Persuasive language

Any language that triggers an emotional response or attempts to change the attitudes of a viewer, reader or listener is known as **persuasive language**. Advertisers often use persuasive language very deliberately in order to get a positive response in the audience. If people feel that the product or service will benefit them, they are more likely to want to purchase it.

Compare the following ads. Which do you find most effective? Why?





Option A

Our new menu is designed to satisfy you. We have hamburgers, drinks and chips. Our burgers are tasty. They are made from Australian products. You will really enjoy the new taste.

So come into El Blando's and let us give you a treat.



Option B

Are you looking for a great new taste?

Our new burgers are tasty. Our buns and patties are topped with ingredients. Our vegetables are the very best.

Our chips are made from Tasmanian potatoes. And why not try our orange juice, drinks and milkshakes?

So get on down to El Blando's—the restaurant where you're always welcome!



Option C

Are you looking for a great new taste?

Our scrumptious new burgers are brimming with flavour. Our fresh, home-baked buns and succulent patties are topped with the finest ingredients. We select only the freshest vegetables in order to ensure that you get the very best quality... and a dining experience to savour.

Our crispy hot chips melt in your mouth and are made from *real* Tasmanian potatoes. And why not try our freshly squeezed orange juice, ice-cold drinks and old-fashioned milkshakes?

It's the taste sensation you've been waiting for!

So give your taste buds a treat and get on down to El Blando's—the restaurant where you're always welcome!

questions activities tasks

- Which of the restaurant advertisements is the most appealing to you, as a consumer? Why do you think this might be the case?
- The second and third examples are quite similar. What are some of the key differences? How do these changes affect the impact of the advertisement?
- The advertisement below needs help. It is too plain and unappealing for its target audience. With a partner, decide what the target audience for this product would be. Rewrite the ad using persuasive language to make it more appealing.
The new Ford Neutral is a car with four doors and wheels. It comes in seven different colours.
It is better than the Holden. The car has good brakes and can stop quickly if it needs to. There is room for seven people and a dog. It also has a CD player.
- Compare your ad with your partner's. How are they different? Highlight the persuasive words or phrases each of you used.
- Choose a different audience for the car. With your partner, rewrite the ad to appeal to this new audience.
- Make a list of all the slogans you are familiar with. See if your partner can guess which campaign they come from.