



# Business Virtual Learning

## Course: Intro to Business

Lesson: Promotional Mix- Advertising

**May 18, 2020**



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**Objective/Learning Target: Students will be able to:**

- (1) analyze the advertising strategies of a product of their choice**
- (2) compare this with the advertising strategy of the brand this product belongs to**



# Lesson Starter

Which advertisements do you like and which do you dislike? Why?



# Lesson Starter Continued

Each person will have various reasons why they like or dislike an ad. An advertisement can serve many purposes and we will look closer at that in today's lesson.

# What is the Advertising?

Advertising is a marketing tactic involving paying for space to promote a product, service, or cause. The actual promotional messages are called advertisements, or ads for short. The goal of advertising is to reach people most likely to be willing to pay for a company's products or services and entice them to buy.



# Objectives of Advertising

Below is list of objectives you might see in an advertisement. Please watch the commercials and try to define each ad's objective.

- To create awareness
- To inform
- To remind
- To persuade
- To compare





# Article Reading

Directions: Please read the article linked here. Read the sections titled: Pushing the Envelope in Ads, and The “Truth Effect”(there is also a audio recording you may listen to):

<https://knowledge.wharton.upenn.edu/article/a-million-little-embellishments-truth-and-trust-in-advertising-and-publishing/>

As you read the article, I want you to think of your favorite advertisement and answer the following questions:

1. Breakdown the ad into its various elements: visuals, sequences, story, sound, etc,



## Article Reading- Continued

The visuals, sounds, layout, etc., everything about the ad is meant to be a subtle embellishment. A photo you and I take of the product will never look like the visual in the advertisement. Think about your answer from the previous slide.

2. What is different from the world the advertisement is creating and the real world as you know it?
3. When does embellishment become unethical?
4. What examples are quoted in the article?





# Activity: Analyze Advertising Strategy

Directions: Choose a product that you purchase often/purchased recently/would like to purchase. Answer the following questions based on that product/

## **Product Name:**

1. What advertisements of this product do you remember?
2. Choose one advertisement and analyze it for its components:
  - a. – What is the tagline?
  - b. – What is the music/colors, etc.?
3. What ideas/emotions do you associate with this ad?
4. How do these relate to the image of the product?



## Activity Continued: Analyze Advertising Strategy

5. How often do you see this ad?
6. Who are the competitors for this product?
7. What are the advertisements for the competitor products?
8. How are the ads similar/different?
9. (Why) do you purchase this product and not a competitor's product?
10. What is the role of advertising in your purchase decision?

*Practice Outside of the Lesson:* The next time you see an ad you like, think about why you liked the ad. Does this liking translate into purchases? Why or Why not?