

# III. ADVERTISING

1. What is advertising?
2. Specific forms of Ads
3. Medial mix



# 1. WHAT IS ADVERTISING?





# THE BASIC FEATURES OF ADVERTISING

- **Mass**
- **Paid**
- **Impersonal**





## **2. SPECIFIC FORMS OF ADVERTISING**

- COOPERATIVE ADVERTISING
- IN-DOOR ADVERTISING
- SUBLIMINAL ADVERTISING





# COOPERATIVE ADVERTISING



# IN-DOOR ADVERTISING

- Advertising located in public covered territory (trains, planes, public transport, shopping centers, consulting rooms, ...).





# SUBLIMINAL ADVERTISING

- **Subliminal stimuli** = "below threshold", are any sensory stimuli below an individual's threshold for conscious perception.
- Visual stimuli may be quickly flashed before an individual can process them, or flashed and then masked. Audio stimuli may be played below audible volumes, masked by other stimuli.
- Some research has found that subliminal messages **do not** produce strong or lasting changes in behavior **X** a recent review of functional magnetic resonance imaging (fMRI) studies shows that subliminal **stimuli activate specific regions of the brain** despite participants being unaware.

# "EAT POPCORN" AND "DRINK COCA-COLA"

- The birth of subliminal advertising it dates to 1957 when a market researcher named James Vicary inserted the words "Eat Popcorn" and "Drink Coca-Cola" into a movie.
- The subliminal ads supposedly created an 18.1% increase in Coke sales and a 57.8% increase in popcorn sales.
- Vicary's results turned out to be a hoax. But more recent experiments have shown that subliminal messages actually can affect behavior in small ways.
- Source:<http://subliminalmanipulation.blogspot.cz/>



The advertising industry has been accused of many things over the years. Among them, witchcraft.

Whether it's called "subliminal advertising" or "hidden persuasion," the gist of the accusation is always the same.

Advertisers are charged with sneaking seductive little pictures into their ads. It's claimed that these pictures can somehow get you to buy a product without your even seeing them.

Consider the photograph above.

According to some people, there's a pair of female breasts hidden in the patterns of light refracted by the ice cubes.

Well, if you looked hard enough and long enough you probably *could* find the breasts. For that matter, you could also find Millard Fillmore, a stuffed pork chop and a 1946 Dodge.

It's a bit like looking at the night sky. If you squint your eyes and your imagination just right, you can see constellations. But regardless of what you see, they're really just stars.

In the same way, our ads are just ads. They're intended to inform, not hypnotize. And we wouldn't waste your time or ours with such laughable nonsense as subliminal images.

So if anyone claims to see breasts in that drink up there, they aren't in the ice cubes.

They're in the eye of the beholder.

**ADVERTISING**  
ANOTHER WORD FOR FREEDOM OF CHOICE.  
American Association of Advertising Agencies.



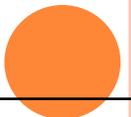
**PEOPLE HAVE BEEN TRYING TO FIND THE BREASTS IN THESE ICE CUBES SINCE 1957.**

# **3. MEDIAL MIX**

## BASIC TRADITIONAL MEDIA

Medium	+ Reasons for using	- Reasons for not using
<b>TV</b>	Realism – sight, sound, movement, repetition, regional zoning, entertaining	Poor selectivity, detail often missed, high costs long lead times, highly regulated content, inflexible
<b>Radio</b>	Widespread use, active, local targeting, relatively inexpensive, can involve listeners	No visual content, often used only as background, small audiences, low prestige
<b>Outdoor (out-of-home, Billboard)</b>	Low cost, localized, easily changed	Low-attention capacity, limited segmentation possible, vulnerable to vandalism, poor image

<b>Medium</b>	<b>+ Reasons for using</b>	<b>- Reasons for not using</b>
<b>News press</b>	Relatively inexpensive, short lead time, wide reach, good for technical detail	Passive, reproduction of photos may be poor, no dynamics
<b>Magazine</b>	Quality of reproduction provides high impact, longevity, can associate a brand with cultural icons among a mass audience	Visual only, long lead times, does not foster a relationship
<b>Internet</b>	Inexpensive presence, active, allows movement, sound and colour to attract, fast information provision, can have a sales facility	No national coverage, limited access and not relevant for goods as perfume and food
<b>Cinema</b>	High impact, captive audience	Expensive, lacks detail



# ACTUAL MEDIA

- Word of Mouth
- Indoor
- Mobile phone
- Non-traditional media (Ambient media)

