

The World of Advertising

Analysing a television advert

This lesson presents a way to analyse adverts in order to assess their effectiveness. We focus on television adverts.



Lesson Outcomes

By the end of this lesson you should be able to:

- analyse a television advert
- use advertising terminology in your analysis



Curriculum Links

LO 2: Reading and Viewing

- explain the meaning of a wide range of visual, audio and multimedia texts



Lesson Notes

Adverts generally follow the AIDA principle. AIDA is an acronym that stands for the four aims of advertising, which are:

A = Attracting Attention

I = Creating Interest

D = Arousing Desire

A = Inspiring Action

Analysing an advertisement

To determine whether an advertisement is successful, answer the following questions which incorporate the AIDA principle:

- Does the advert attract ATTENTION?
- Does the advert create INTEREST?
- Does the advert create DESIRE for the product or service?
- Does the advert cause the target market to take ACTION?

Here are some of the ways in which adverts can achieve the AIDA principle:

Adverts can attract attention by:

- being different from other similar adverts
- doing something unusual or showing an unexpected situation
- using humour

Adverts can create interest by:

- appealing to the target market for that particular advert, for example using music that the target audience enjoys or using actors with whom the target audience can identify
- using techniques appropriate to the medium, for example including a photo comic in a print advert or telling a visual story in a television advert

Adverts can create a desire for what is being advertised by:

- appealing to the needs and value systems of the audience, for example telling mothers that this product is the best for their children
- making people think they need the product, as opposed to simply wanting it, for example an advert may convince you that insurance is a necessity

Adverts can inspire action by:

- using hard sell techniques that encourage readers/viewers to take action now. For example, you may be told “buy now – limited special offer” or “if you are one of the first ten callers you will get a special prize”.
- using soft sell techniques that encourage readers/viewers to remember a product or service when they need it. Holiday destinations and life insurance may be advertised using these techniques.



TASK

1. Analyse a television or print advert of your choice.
2. State how the advert you have chosen achieves each of the AIDA advertising steps.
3. State whether the advert is an example of hard sell or soft sell and give a reason for your answer.