

Advertising

HOW TO MAKE MONEY AND INFLUENCE PEOPLE

Part 2



Table of contents

01

Review

What is an ad?

02

Techniques

Emotion

Logic

Credibility

03

Components

Context

Form

Design



01

Review

What is an?

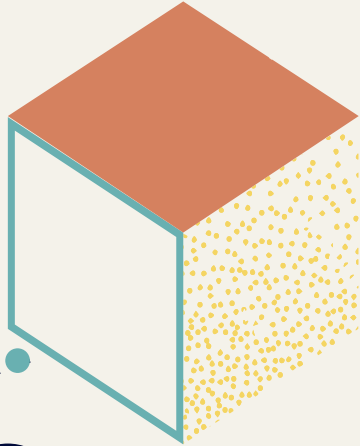
3 pieces

Message

What they want to say about the subject

Subject

What it's about



Audience

Who they want to see the ad

What's an ad?
Anything that promotes a **message** about a **subject** to an **audience**.



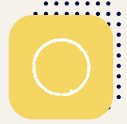
02

How do they work?
Ad Techniques

Ad Techniques



EMOTION



LOGIC



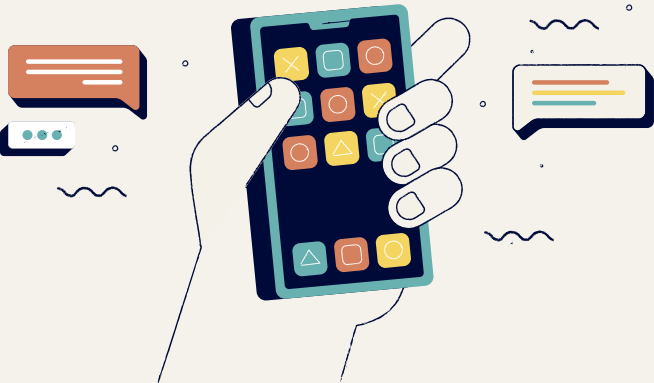
CREDIBILITY





EMOTION

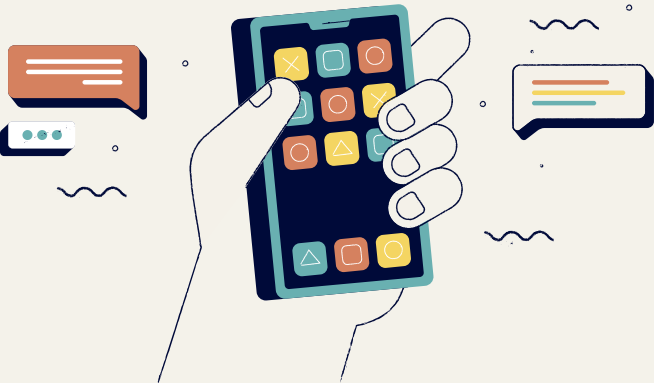
Provoking an emotional response, or making associate an emotion with the brand





LOGIC

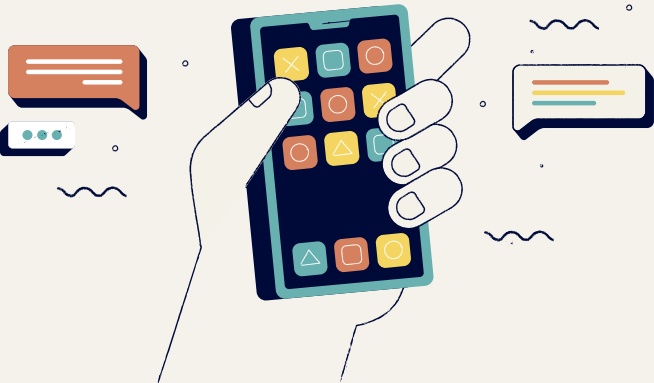
Appealing to common sense, or by using facts, statistics, and other data to convince you



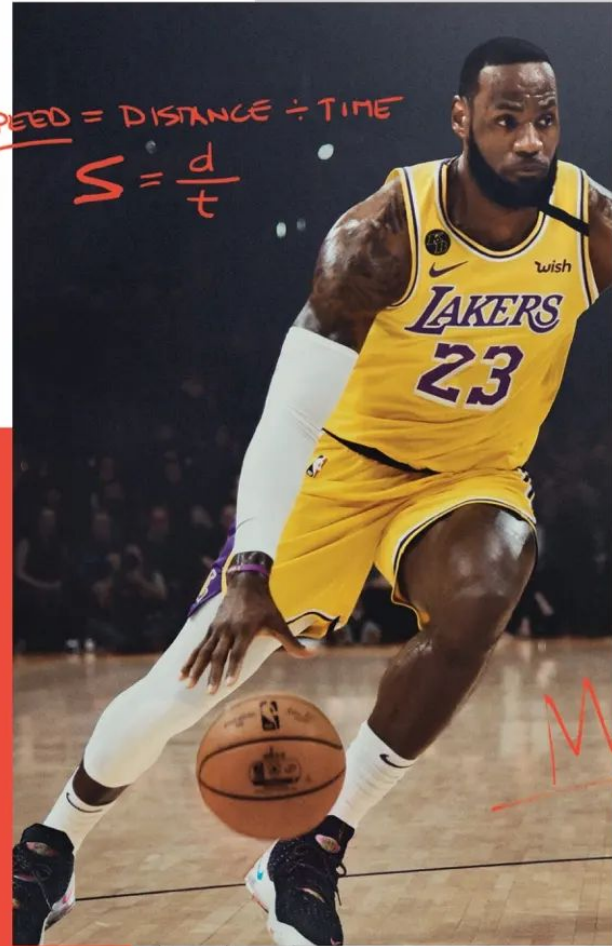


CREDIBILITY

Making you trust or believe in their brand (often using real people, influencers, celebrities, or other 'real' people you trust) to promote their message



- SPEED = DISTANCE ÷ TIME
$$S = \frac{d}{t}$$





03

How do they work?

Ad Components

Components

CONTEXT

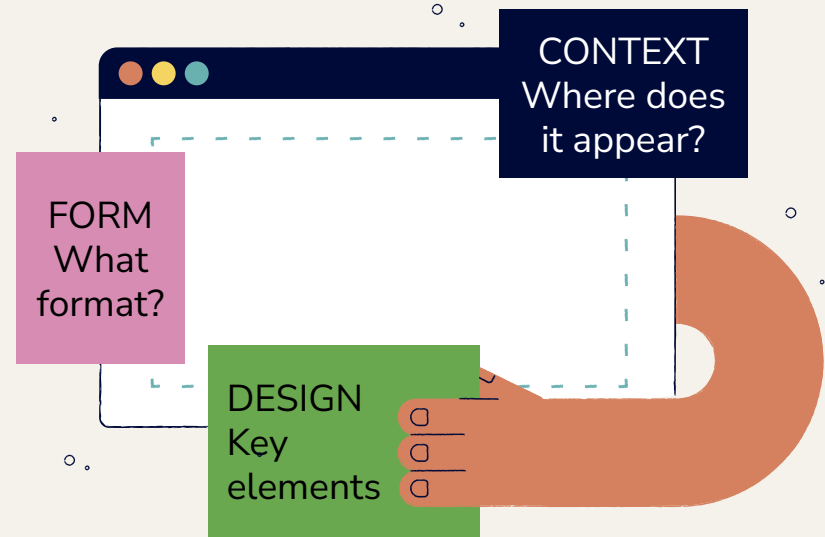
- Where does the ad appear?

FORM

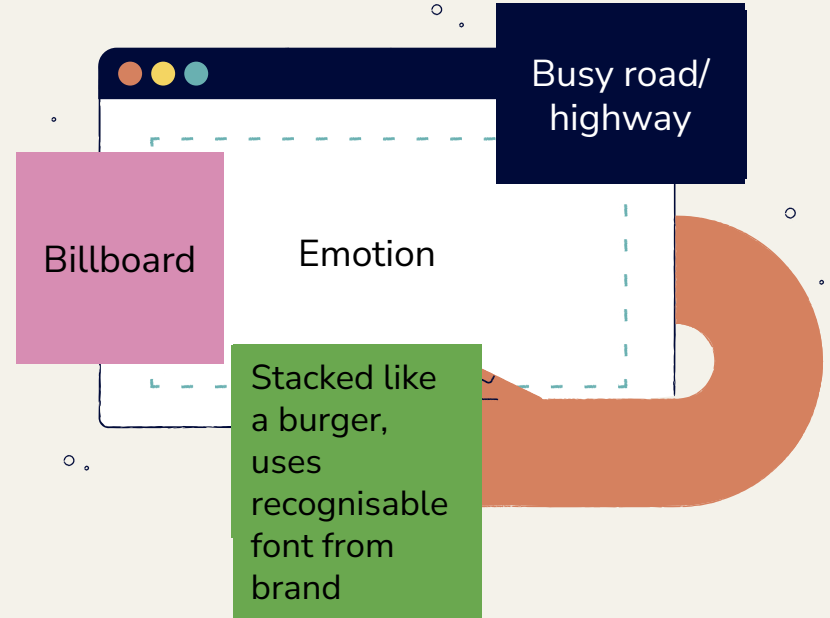
- What format is the ad in?

DESIGN

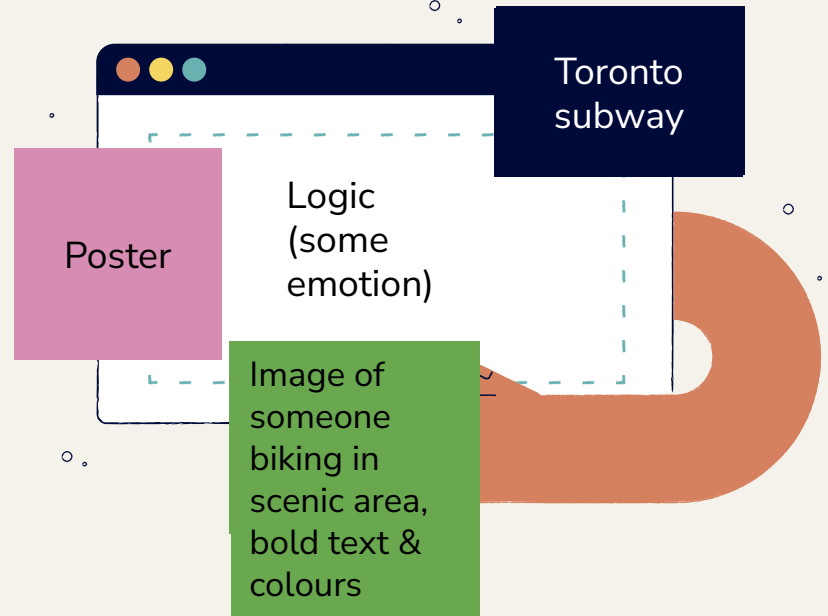
- What does the ad look/sound like? What are the key pieces?



Context, Form, Design



Context, Form, Design



Context, Form, Design



Two Men & a Truck Ad

Welcome to *A Better You* podcast by lifestyle, wellness, & self help youtuber - Fernanda Ramirez. Listen along as she covers all topics on how to become the best version of yourself.





04

Your Turn!

Concept Maps

2: You will then need to create a concept map with the following information:

1) In **pairs**, choose **ONE** of the following ads:

Nissan “Wonderful Humans”

Penguin Books “Novel Tweets”

Heinz “Draw Ketchup”

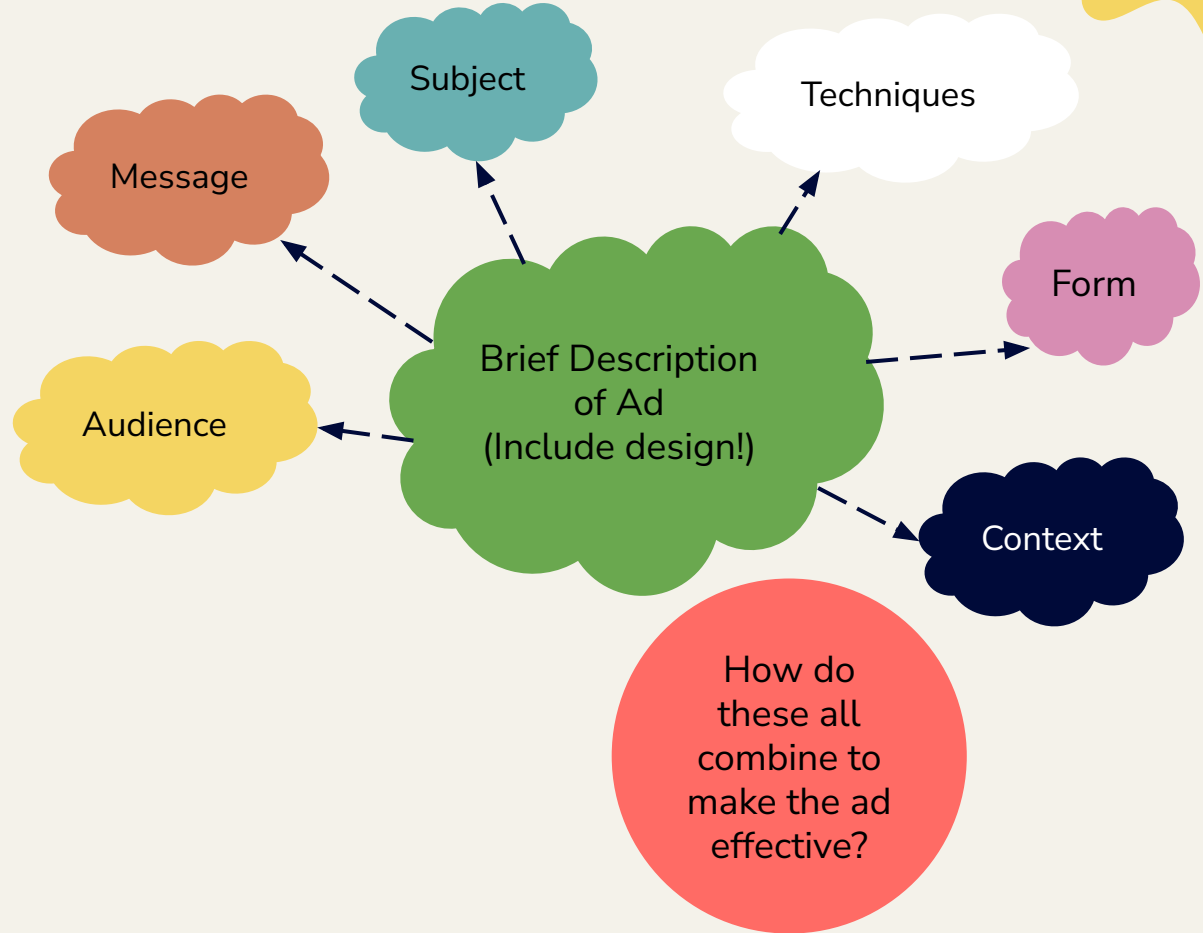
Scotiabank Hockey for All

Seneca College “Now Is Your Time”

Ikea, The Cristiano Bottle

Metrolinx “Like a messy bedroom”

Get That Lotto 649 Feeling



What is an Ad?

Message

What they want to say about the subject

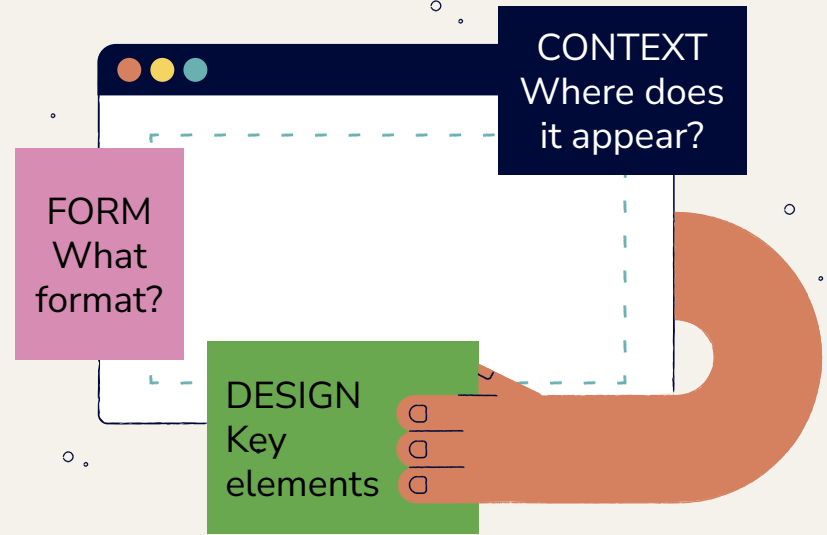
Subject

What it's about



Audience

Who they want to see the ad



Techniques:



Emotion



Logic



Credibility

