Advertising Notes

***"The Halo Effect"***

***This is where style is believed over substance. Web pages (or any media) can be false, biased, misleading, or fabricated and if the media is designed well, viewers will often blindly accept the information.***

***The reasoning is that if the media looks good, it must be true.***

***Media Literacy: ability to***

* ***access***
* ***analyze***
* ***evaluate***
* ***create media in a variety of forms.***

***Three Purposes of Advertising***

***1. To get the consumer to buy something (product or service)***

***2. To get the consumer to do something***

***3. To get the consumer to believe something***

***How advertisers appeal to consumers:***

* ***Ethos: advertising designed to persuade the consumer that the product/service is trustworthy, knowledgeable, and well-intentioned***
* ***Pathos: advertising designed to appeal to the consumers' emotions***
* ***Logos: advertising designed to appeal to consumers' intellect***

***4 P's of Marketing***

***1. Product: the item sold. It can be tangible or intangible***

***2. Price: the cost of the item***

***3. Place: distributing the product. This includes getting the product from the manufacturer to the consumer***

***4. Promotion: focuses on advertising or making the product known***

***Demographics: information about a group such as age, gender, education, group affiliations, ethnicity, and socio-cultural background.***

***4 basic elements of a print ad***

***1. Artwork (photo, drawing, graphic)***

***2. Main headline***

***3. Body (main text)***

***4. Point of Contact (such as logo, name, address, phone number, map, web site)***

**Include in Audio Advertising:**

* **name of product -- multiple times**
* **point of contact or how to purchase (this is the call to action)**
* **facts about product**
* **creative idea to catch attention**

**Advertising Campaign**:The coordination of similar elements between 2 or more media to reinforce the advertising message.