

How to Read an AD

⌘ Adapted from *Visual Messages* by
David M. Considine &
Gail E. Haley

⌘ Ads from www.adflip.com



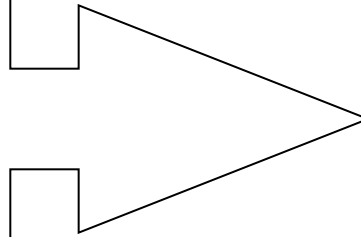
Important note

- ⌘ Don't forget to fill out the worksheet entitled "How to Read an Ad" as you complete this activity.
- ⌘ There really aren't any right or wrong answers, but I will be looking for you to show that you thought about the questions and gave meaningful answers.



When reading an ad,
examine the following:

- ⌘ Point of view
- ⌘ Position
- ⌘ Posture
- ⌘ Person speaking



4 p's



Point of View

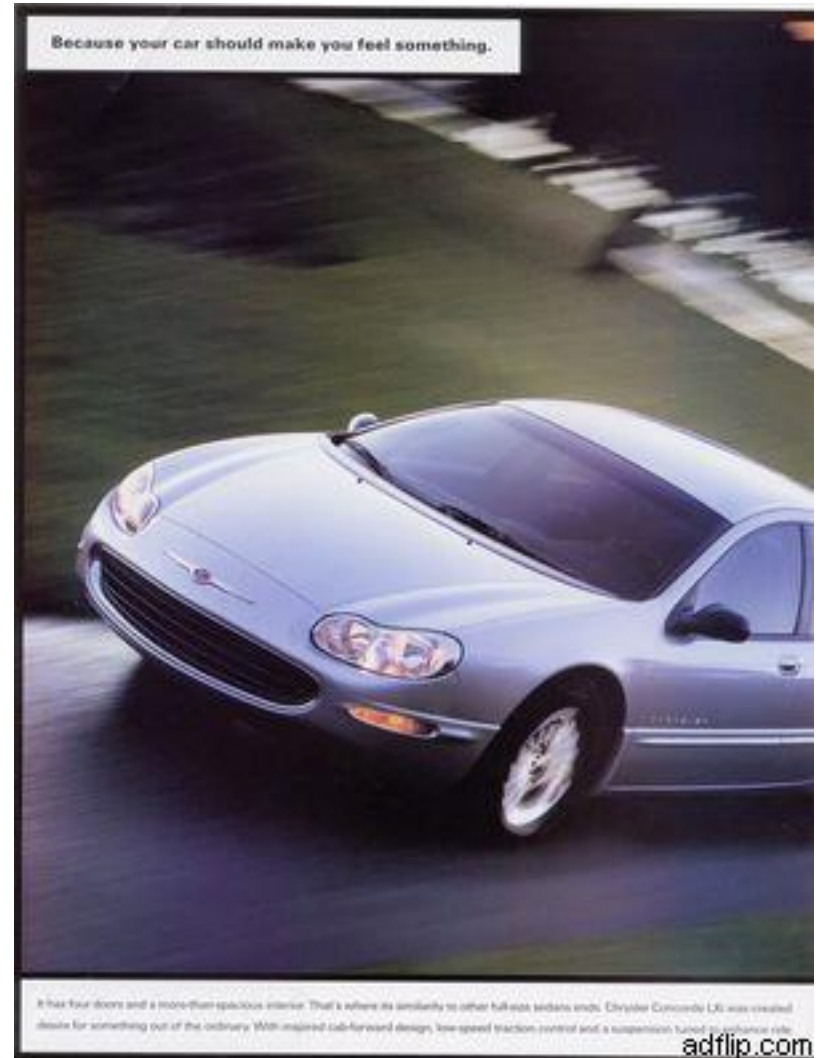
⌘ What is the camera angle?

⌘ What is the advertiser trying to say through the camera angle?



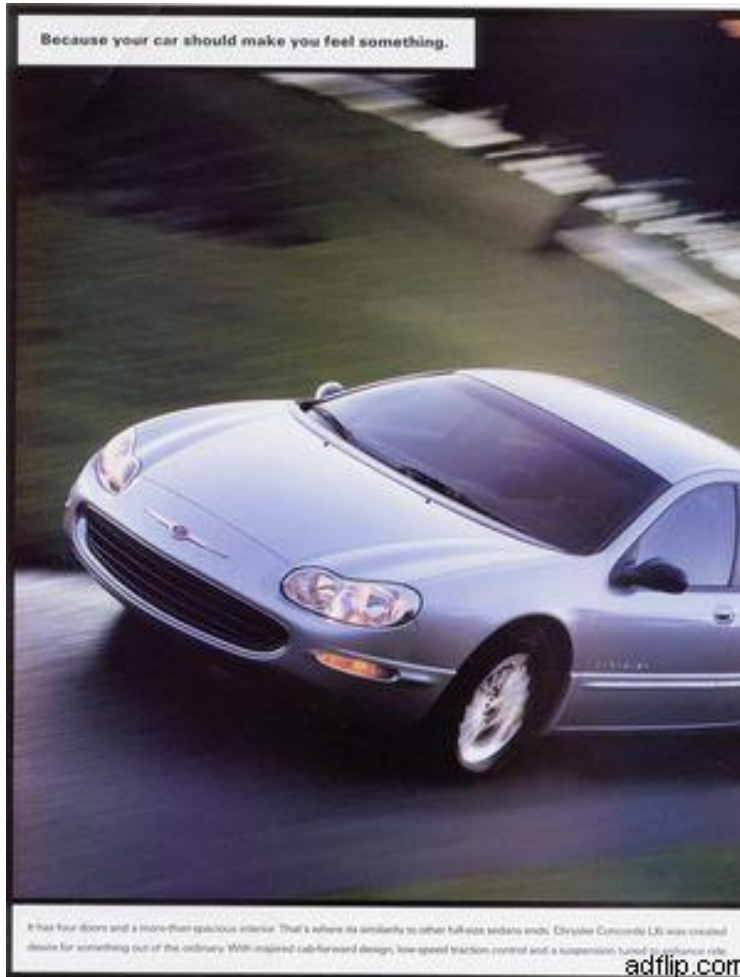
Point of View

⌘ What might the up angle of this ad suggest?





Point of View



- ⌘ Up angles can be used to suggest power, prestige, and success.
- ⌘ Can you think of another ad which uses camera angles to convey an idea about a product?



Point of View

⌘ What might the angle of this ad suggest?

The devil's in the details.
(Sound like fun?)

optional 130-horsepower
16-valve 200cc 2.0L 4-cyl. engine

easy-access trunk release positioned
next to instrument cluster

tilt/telescopic steering
wheel adjusts to driver
optional

make-it-through-the
car-wash-alive
center-mounted antenna

60/40 split/fold
rear seat. Apartment
hopping made easy

focus (the euro version)
1999 European car of
the year

12.9 cubic feet of cargo space
enough room for a few hundred
back issues of Road & Track

right turning radius. u-turn your way
through the worst set of directions

stereo placed above climate controls.
[priorities, priorities.] the coded
facepiece also pops out and into
your pocket. stereojackers beware.

optional side airbags* help
protect head, neck and thorax
(even if you don't know what
a thorax is exactly.)

*Always wear your safety belt and never
drink and drive.

room for five, without
the annoying hump in back

15" aluminum wheels
come standard

control blade multilink
independent rear suspension

0-60 estimated 15.9 sec. (city), 13.3 sec. (highway)
provided you weren't attempting a land speed record.

*Optional 150 lbs. belt, engine, manual transmission

introducing **focus** 

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Position

⌘ Where is the product placed in the advertisement?

⌘ Why is it placed there?



Position

⌘ Where is the product placed?

⌘ Why is it placed there?

Refreshment time
... after school

Drink
Coca-Cola
Delicious and Refreshing

THIRST KNOWS NO SEASON
AT THE SODA FOUNTAIN

After school there's a pause, when work ends and play begins. At bright, inviting fountains this welcome pause becomes the still more welcome pause that refreshes with ice-cold Coca-Cola.

p.s. It's the refreshing thing to do because ice-cold Coca-Cola is pure and wholesome refreshment pure as sunlight.

adflip.com



Position



⌘ The product is placed in the center of the action.

⌘ This product's placement helps to suggest that it is an important part of having a good time.



Position

⌘ Where is the product placed?

⌘ Why is it placed there?





Posture

- ⌘ How do the actors carry themselves in the advertisement?
- ⌘ What do their facial expressions and bodily movements suggest about the product being advertised?



Posture

- ⌘ What is the facial expression and body language of the actor?
- ⌘ What ideas does his expression and body language convey about the product?





Posture



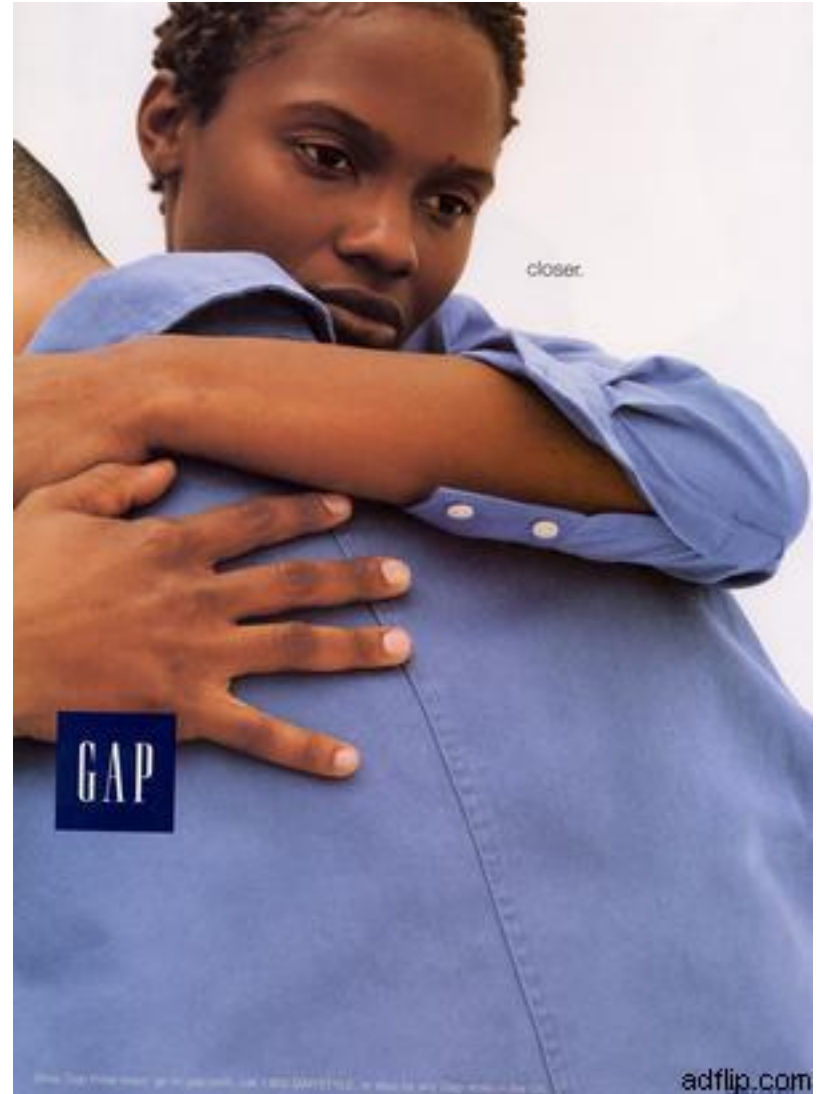
- ⌘ The actor has a happy, excited look on his face. His body suggests energetic movement.
- ⌘ The expression and movement work together to show that this product is fun and exciting.



Posture

⌘ What is the facial expression and body language of the actors?

⌘ What ideas does the expression and body language convey about the product?





Person Speaking

⌘ Who is speaking in the ad?

⌘ Why was the particular speaker chosen?



Person Speaking

⌘ Who is speaking in the following ad?

⌘ Why was this person chosen?





Person Speaking



⌘ Here a fictional mother is speaking to her daughter.

⌘ People tend to trust advice from their mothers, so a mother is used to add credibility to the product.



Person Speaking

⌘ Who is speaking in the following ad?

⌘ Why was this person chosen?





Is that all?

- ⌘ One can certainly can find more things to analyze, such as the wording, music, and motion, when trying to figure out the meaning behind an advertisement. This activity was simply a starting point.
- ⌘ Use what you learned to analyze two of the four ads on the next slide.

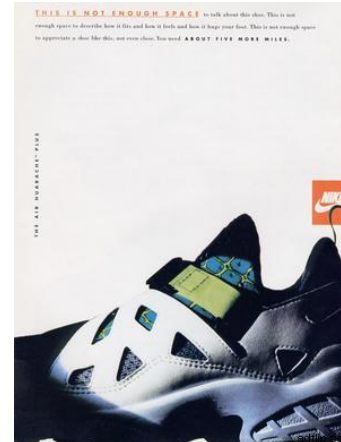


Analyze two of the following ads

1



2



3



4



Click on the ad to see a larger view.



Ad number one

Anna
Kournikova's Choice

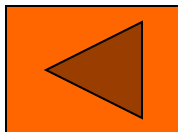


Tennis star Anna Kournikova chooses the Constellation «Quartz» in steel.

Ω OMEGA
www.omegawatches.com

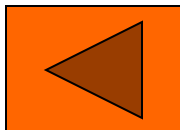
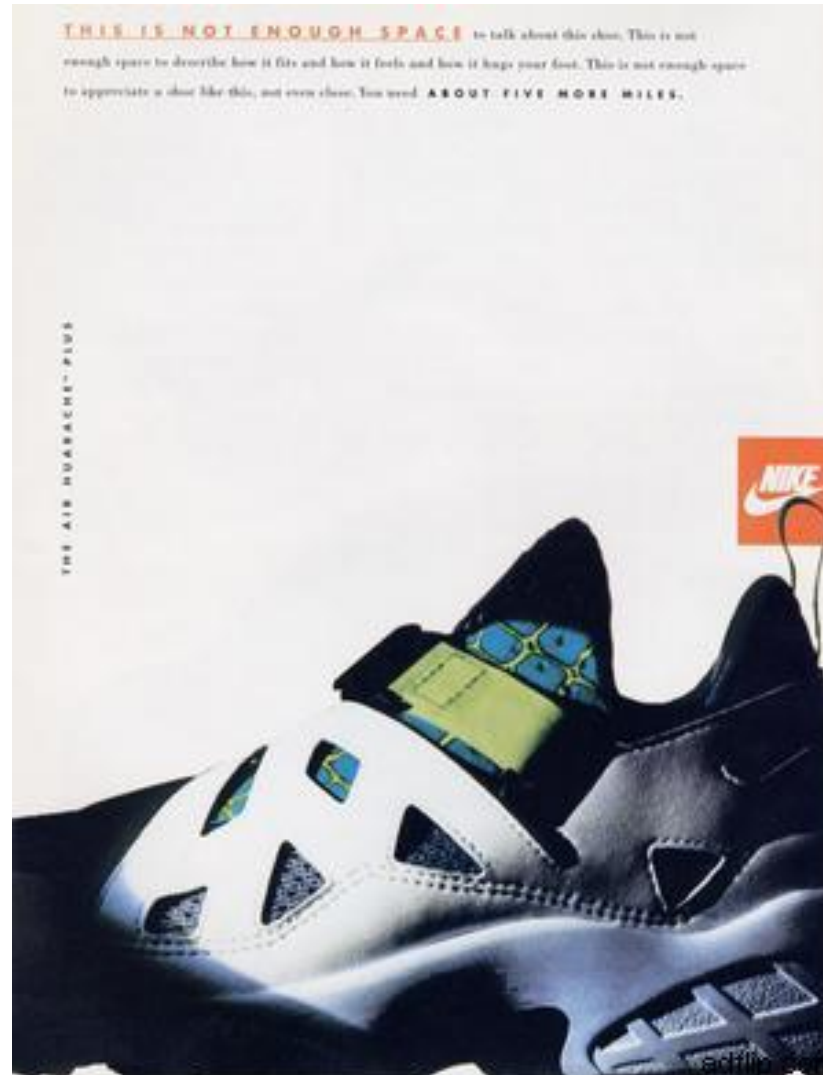
LENKERSDORFER
FINE JEWELLERS
Typisch - Center Center - München, Vietnam (705) 566-0712

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Ad number two





Ad number three



**You'll find more smiles than ever.
Introducing moister, fruitier Rainbow Cake.**

New Two-Flavor Jell-O® Gelatin Rainbow Cake

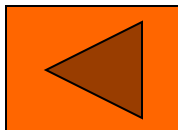
2 baked 8- or 9-inch white cake layers, cooled	2 cups boiling water
2 packages (3 oz. each) JELL-O® Brand Gelatin, any two flavors	1 container (8 oz.) BPOC EYE® COOL Whip® Non-Dairy Whipped Topping, thawed

Place cake layers, top sides up, in 2 clean layer pans; prick each cake with utility fork at 1/2-inch intervals. Dissolve each flavor gelatin separately in 1 cup of the boiling water and carefully spoon each over one of the cake layers. Chill 3 to 4 hours. Dip one cake pan in warm water for 10 seconds; turn out onto serving plate. Top with 1 cup of the whipped topping. Unmold second cake layer; place carefully on first layer. Frost top and sides with remaining whipped topping. Chill. Garnish as desired.



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Ad number four



A—Meteor-on-the-Sea Jacket—Quilted cotton on the outside, Terry cloth inside. \$18.95. Meteor Canvas Trim Trunks. \$14.95.
B—Meteor Clark Carlini — New, trim and trunk. Fly front, side-tab closure, Built-in supporter. \$1.95.
C—Meteor Islander Shorts — Plaid, wash 'n' wear fabric. New side-tab closure, looped waist adjustment. \$1.50.

Man-about-the-world plays it cool in BLUES-OF-ITALY

sparkling sea'n sky colors of new McGregor beachwear. Breezy Meteor cotton is light-as-air, easy-care...and made by Galey & Lord exclusively for

McGREGOR

adfilp.com

