

Recognizing Appeals and Claims

⌘ **Adapted from “Understanding Mass Media” by Jeffery Schrank**

⌘ **Ads from www.adflip.com and scriptorium.lib.duke.edu/adaccess/**



Important note

- ⌘ Don't forget to fill out the worksheet entitled "Recognizing Appeals and Claims" as you complete this activity.
- ⌘ I will be looking for you to show that you thought about the questions and gave meaningful answers.



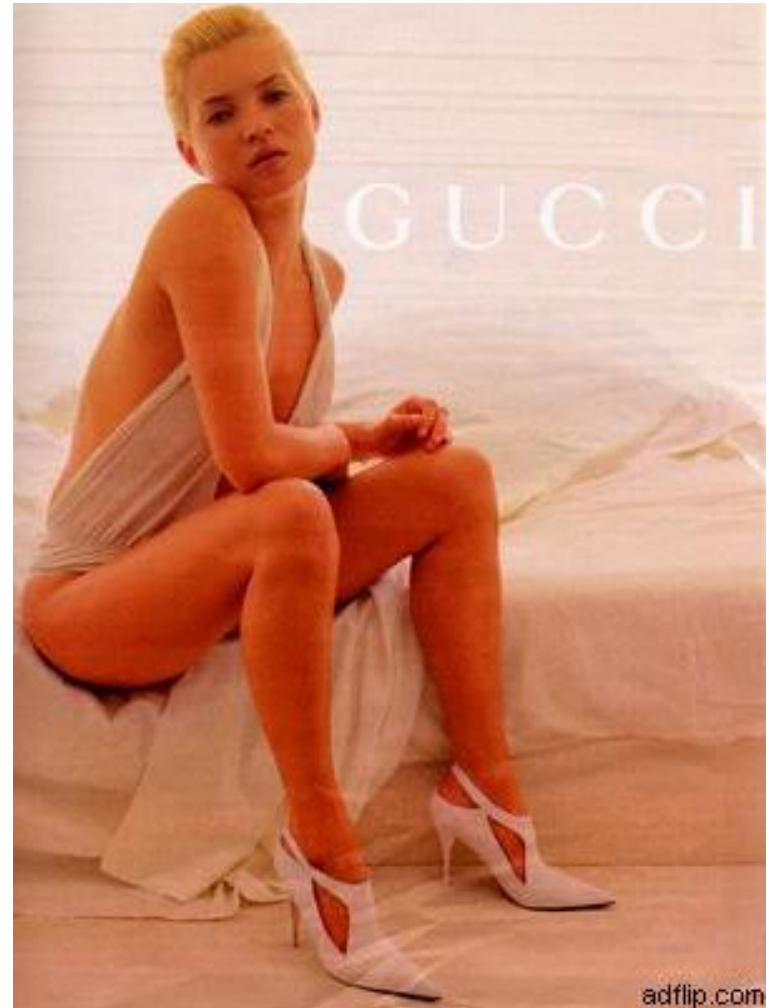
Advertisers use claims and appeals to convince us to purchase their products.

Let's take a closer look at each and view some samples ads.



Sex appeal

- ⌘ Sex is used to sell the product.
- ⌘ Here a model is used to sell shoes.





Snob appeal

- ⌘ The consumer will join the ranks of the elite by using the product
- ⌘ The ad reads, “Extraordinary food for extraordinary dogs.” A dog will join the ranks of the elite by eating this dog food.

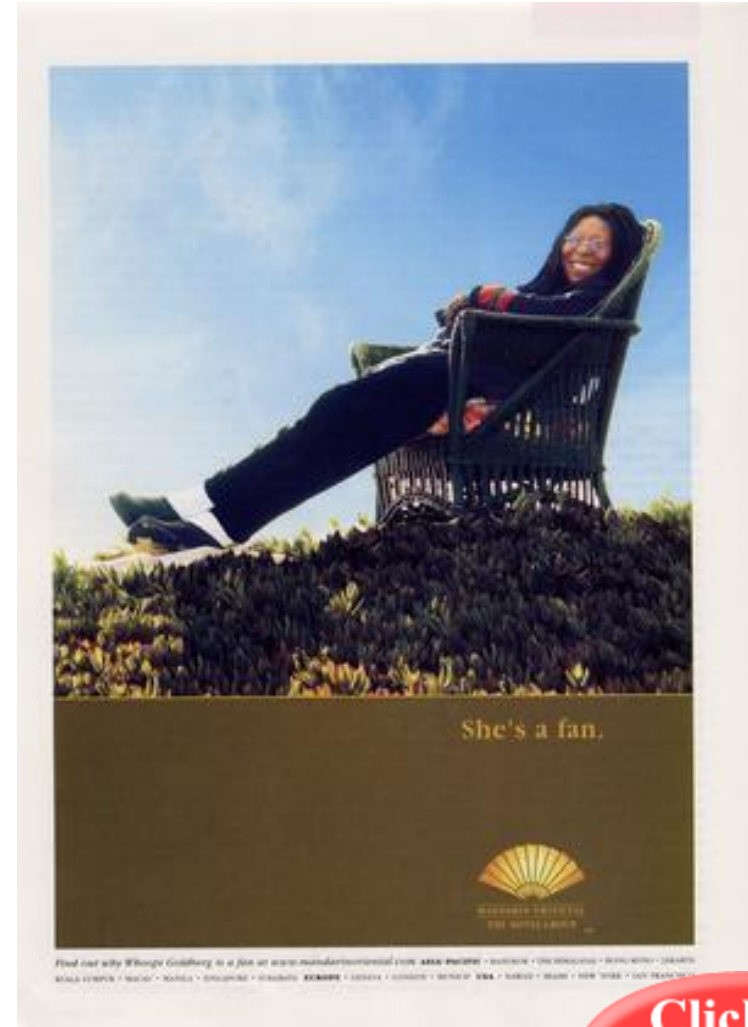


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Appeal to authority

- ⌘ This selling device depends on a television star, an athlete, or other public personality to endorse an item.
- ⌘ Use of the product will make the consumer as wealthy, as famous, as talented, or as beautiful as the spokesperson.



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Plain folks appeal

⌘ Reverse snob appeal applies here. In these ads the intent is to appeal to the average person.

⌘ This ad is geared toward women with average bodies. It wants these women to believe the company has created a product with just them in mind.

SWIMSUITS FOR WOMEN WHO HATE SHOPPING FOR SWIMSUITS.

Cramped fitting rooms, flustered sales help. Swimsuit shopping can really give you the willies. We understand. That's why we've developed a better-fitting swimsuit, and even a better way to shop, where the fitting room is your bedroom, and satisfaction is Guaranteed. Period.

Our Tugless Tank® is cut to fit real women, with sensible coverage in the waist and bust, and modest leg openings—not halfway up to your neck. We use an all-way stretch fabric that slims you, shapes you, yet stays in place without tugging or pulling. And our Tugless Tank comes regular or long torso, for a close-to-custom fit.

Sounds good, you say, but how do I know which size is right? Our friendly phone people will guide you every step of the way. And we've even pioneered a "shapers guide" to help you find the styles that best flatter your figure.

Call today for a colorful catalog, or click onto our Web site for a look at all 62 new styles of summer.

No hassles, no headaches. It's the way shopping should be.

CALL OR CLICK 24 HOURS A DAY

1-800-960-9429 **LANDS' END** LANDSENDS.COM

Click to
enlarge ad.



Bandwagon appeal

⌘ This appeal works because most of us don't want to stand out by being different, and we want what others have.

⌘ The ad says that "Coke is the most asked-for soft drink in the world."



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And now for the claims...





Scientific or statistical claim

⌘ This kind of ad refers to some sort of scientific proof or experiments, to very specific numbers, or to an impressive-sounding mystery ingredient.

⌘ “Certs contains a sparkling drop of Retsyn.” What exactly is “Retsyn”?





Scientific or statistical claim

⌘ What scientific or statistical claim is being made here?

They've got a superiority complex.

Not that you can blame them. BFGoodrich® T/A® tires with TractionAdvantage are redefining tire performance. Automobile calls the BFGoodrich® g-Force T/A® "the best ultra high performance tire" you can buy (4/99). The g-Force T/A® (Key Feature: Dry + Wet traction) adds more manners, mileage and wet weather capability.

And the g-Force T/A® (Key Feature: Dry + Wet + Snow traction) is the first ultra high performance tire with g-Force T/A dry and wet traction, plus true snow capability. So there's a perfect g-Force T/A tire whatever your driving needs. Need more info? Call 877-BFG-TIRE or visit www.bfgoodrich.com

BFG
TAKE

Click to
enlarge ad.



Compliment the consumer claim

- ⌘ This claim butters up the consumer with some sort of flattery.
- ⌘ The ad reads, “[W]e specialise [European spelling] in the creation of individual cars, built to individual requirements, each as individual as it’s owner.” It’s trying to compliment the consumer for being an individual.



TORQUING CL

4500hp, 6200hp, 7100hp V12
4000hp, 5700hp V8

Aerodynamic Styling Packages
Modified ABC Suspension Program
18" Single or Multi Piece Wheel Set
19" Single or Multi Piece Wheel Set
20" Single or Multi Piece Wheel Set
4 Port Sports Exhaust System
F1 6 Plate Brake System
Hand Finished Full Leather
2000 Colours Available
Dash and Gear Sets
Grainy Wood/Metallic
Back-Lit Chrome Entry Plates
Airbag Sports Steering Wheel
Grainy Leather/Wood/Metallic
On Board Computer Systems
Roof or Headrest Colour Monitors
Mobile Office Packages
Fax and Colour Printers
DVD, Video, TV & Satellite

"The ultimate in performance, styling and conversion for Mercedes-Benz" from a set of wheels to a 562bhp 7.3 litre V12 engine M Class, we specialise in the creation of individual cars, built to individual requirements, each as individual as it's owner.

For over 20 years Brabus has been providing bespoke performance vehicle solutions for our customers regardless of which Mercedes they drive. Enhance the performance of your Mercedes with a fully warranted and thoroughly engineered part or full vehicle conversion. Choose a set of 20" wheels, complement them with an aerodynamic styling package and at speeds of over 200mph (where road conditions and regulations allow) you might also consider our F1 braking system!

BRABUS

email: brabusuk@aol.com T: 07071 244166 F: 07071 244167

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Compliment the consumer claim

⌘ In what way does this ad compliment the consumer?





Rhetorical question claim

⌘ This technique poses a question that is worded in such a way that the consumer's answer affirms the product's goodness or desirability.

⌘ The ad reads, "Are you in?" It suggests that being "in" the car is what we should want.

Real? Actually look forward to buying gas.

Don't be fooled by its "beauty mark." From the cockpit the Eclipse feels more like a race car. And with the white-knuckle combination of a 200hp V6 engine and a 5-speed manual transmission, it packs a punch. But since all this style and muscle does you no good sitting here on a page, bring on the road. For just \$20,947. And that's nicely equipped. Just ask Consumer Digest: they've named it a "Best Buy" for the past two years. Are you in?

Great. We give it **liquid-filled** engine mounts and all people talk about is the

Click to enlarge ad.



Rhetorical question claim

⌘ What rhetorical question does this ad ask?

THE SATURDAY EVENING POST December 16, 1950

are you missing out on TV fun?

I missed that new show last night and TV's in the shop again. I guess that was just one of them.

How could we have a set like this in trouble when we get it for only \$129.95 a month?

...and that whole "don't touch it" business is out. After all, the set won't get in the shop from anywhere.

NATIONWIDE SURVEYS PROVE...

Motorola TV most dependable

SECURE AND SURE-WORKING MOTOROLA TV inspires fan devotion that no other TV set has been given that and again such dependability for constant, enjoyable entertainment! "Outstanding quality control during production and expert performance testing assure this reliability of operation to every Motorola TV!"

WANT SECURITY, TOO... SECURITY BY SECURITY

ANTI-REFLECTION **GLARE-GUARD**

IMMUNITY TO GLARE reflects back or reflects away light, so you can watch the picture, knowing the picture is guaranteed not to fade away.

NO GLARE FROM OUTDOORS

MOTOROLA TV sets Glare-Guard a special feature in aluminum, up to 1/2" of additional glass, through a special, non-reflecting, 4 1/2" wide and non-reflecting frame.

EVERY NEW MOTOROLA TV IS ASSURED FOR THREE AND THREE AND A HALF YEARS!

See Motorola's new TV sets at your local dealer or write to the Motorola Sales Office, Dept. 100, 1000 N. Dearborn Ave., Chicago 10, Ill.

By the way, the Motorola TV is the only TV set that's built to last.

Motorola Sales Office, Dept. 100, 1000 N. Dearborn Ave., Chicago 10, Ill.

Click to enlarge ad.



Unfinished claim

- ⌘ The unfinished claim suggests that a product is “better” or has “more”, but it does not finish the comparison.
- ⌘ The ad says Plax removes more plaque than brushing alone, but it does not tell how much more.





Unfinished claim

⌘ What unfinished claim is made here?

Westinghouse
A step ahead

35" 33" 5'4"

May we fit you for a range?

Most dealers just sell you a range. We make sure ours fits. From work height studies and other experiments, we found that the average home housewife (34") requires not only a but less working height for maximum surface-cooking comfort.

The result you see above is the only truly great new range idea in years, a marriage of the modern kitchen with the most comfortable surface-cooking platform ever developed—the new low-rise "Torso-Top" Torso-Top electric range. Torso-Top is the right height for stirring, bending, flipping, heating, much less fidgeting than standard height units. The back surface units are ten inches higher than the front oven lid and lower than counter height. Perfect for foods that don't require constant attention.

Only our Torso-Top gives you this unique split-level platform...a big, roomy oven door below...and a big, roomy cooking platform above. And while you're in the kitchen, you can use our (with Rotisserie) convenient...and a big, roomy cooking platform above. And while you're in the kitchen, you can use our (with Rotisserie) convenient...

You can be sure if it's Westinghouse

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Weasel word claim

- ⌘ Weasel words are used to make products seem special or unique.
- ⌘ Some of the most common weasel words are listed to the right.

Helps Up to

Many **Enriched**

Can be **Fortified**

Virtually



Weasel word claim

Virtually

⌘ The ad says Cascade gets dishes “virtually spotless”. The advertiser hopes we remember the word spotless and forget the word virtually.





Weasel word claim

⌘ What weasel word is used here?





Is that all?

- ⌘ Advertisers do employ more than just the appeals and claims listed, and they frequently use more than one appeal or claim in each advertisement.
- ⌘ Use what you learned to figure out the different appeals and claims used in each of the following six ads. Some ads have more than one appeal or claim. Find at least one claim or appeal for each ad.



Ad number one



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Ad number two

Created by nature
Restored by 

Introducing Fit[®] Fruit & Vegetable Wash

Now Fit removes dirt and 99% more water-resistant pesticide residue and wax than water alone - using only ingredients from natural sources, like baking soda and citric acid. Simply soak for 2-3 minutes and rinse - for clean, delicious fruits and vegetables. Look for it in the produce aisle or by the dishwashing liquids.



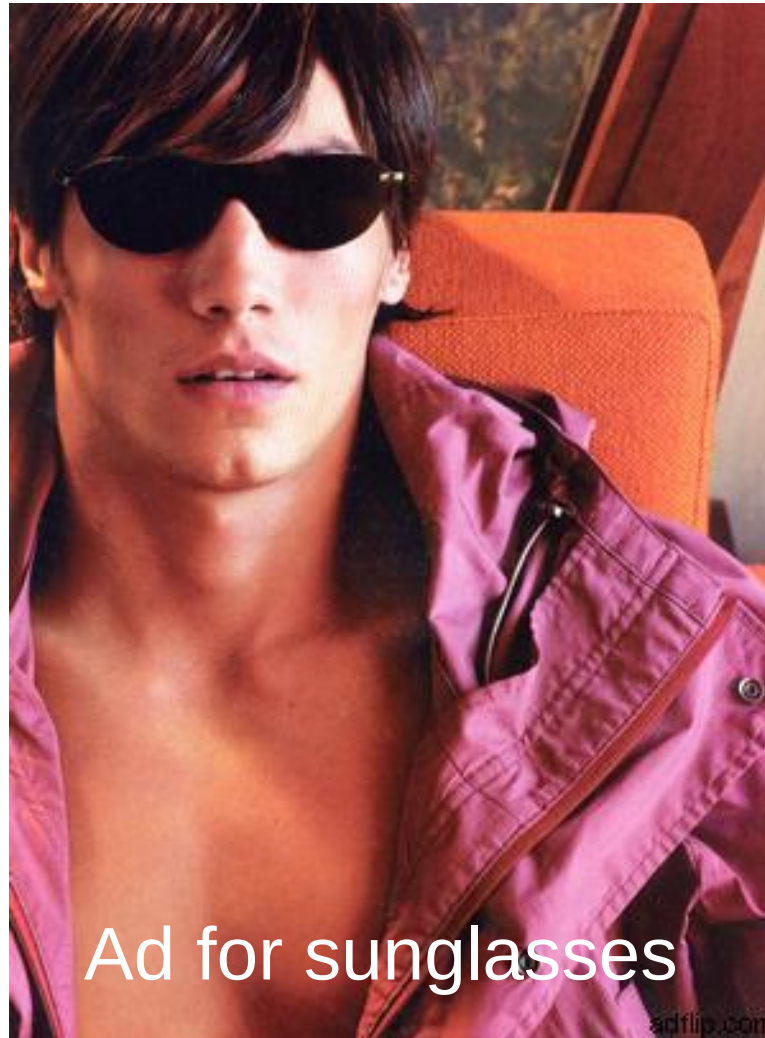
Restoring the goodness to fresh foods

adflip.com

**Click to
enlarge ad.**



Ad number three



Ad for sunglasses

Click to
enlarge ad.



Ad number four

"G.E. makes you feel it's real!"

That's what G-E means to you and what you see G-E is real-to-life, big as life pictures you'll agree there's something picture quality—something that many G-E advertisements combined naturally in G-E Black-Daylite Television. Advanced G-E 17" rectangular Black-Daylite shows all the TV cannot see, more lifelike than ever with close-up picture life-size. Powerful G-E built-in sound. Famous G-E automatic sound—just turn the picture, sound is right every time! Dependable G-E electricity right throughout. Cabinet of one heavy Model 1015, glass-top G-E picture in a compact, hand-carved mahogany stained cabinet. See your G-E TV dealer today.

General Electric Company, Schenectady, New York, U.S.A.

BLACK-DAYLITE TELEVISION

Look, it's LIFE-LIKE! LIFE-SIZE!

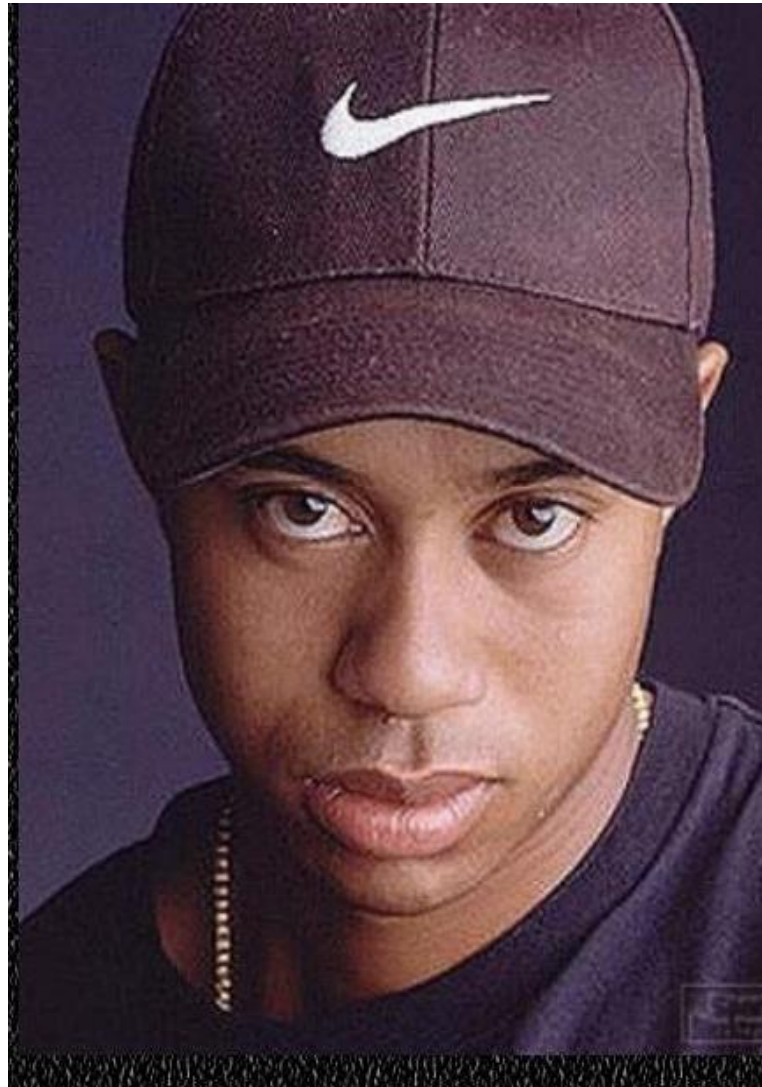
You can put your confidence in—
GENERAL  ELECTRIC

© 1938 General Electric Company, Schenectady, N.Y.

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Ad number five



Click to
enlarge ad.



Ad number six

YES! NO!

YES, I ALWAYS RINSE
- AND MY TIDE WASH IS ALWAYS SO SWEET AND CLEAN!

NO RINSING FOR ME!
LOOK, HOW DAZZLING CLEAN TIDE GOT MY WASH WITHOUT RINSING!

WITH-OR WITHOUT RINSING -
Tide does a better washing job than any soap on earth!

Whichever way you wash - **Tide** gives you
WHITE, BRIGHT, DAZZLING CLEAN CLOTHES!

Yes, Tide lets you wash whichever way you prefer... and does a better washing job than any soap you can name! Tide, unlike soap, forms no sticky, dulling soap film. And Tide actually dissolves dirt out of the clothes... holds dirt suspended in the soapy water! Wring out the clothes - dirt goes, too! And you hang up the kind of bright, clean wash that makes neighbors look twice! Try it and see! Get Procter & Gamble's Tide today - there's nothing like it!

Never before Tide could you wash your heaviest dirtiest clothes SO CLEAN!

- Leaves no soap film ever!
- Rinses clean clothes - with or without rinsing!
- Dazzling white clothes - with no bleach or bleaching!
- Super-soft, radiant colors - bright and fresh!
- Clothes stay soft - look beautiful!
- And Tide is safe for all washable fabrics - even on no-iron!

"Tide gets clothes so white and clean - it's like a present every washday!"

1425 Mrs. Egan Washburn, Boston, N. Y.
"Every washday I feel like writing a big thank you... 'cause the way Tide gets clothes so white and clean is just like getting a present! Then I have to say another thank you on laundry day, for Tide-washed clothes dry so sweet-smelling... so soft and fluffy... just right for dressing!"

Tide
A DAZZLING CLEAN WASH
WITH OR WITHOUT RINSING!

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