

Advertisements and Specials

Objectives

In this lesson you will:

- ✓ learn about seven common types of advertising appeals
- ✓ calculate savings when buying goods or services on special



Advertisements

Advertisements can provide valuable information about a product or service. For example, reading ads in the newspaper is a way to find the best price on an item without going to different stores.

Smart shoppers can tell the difference between facts and opinions in ads. Facts can be proven, while opinions cannot. When you read, hear, or see an ad, look at the features and price of the item. Ask yourself if you really need it, or if the ad is just appealing to your emotions. Is the price worth the value that you will get from using the product? Watch for any misleading claims about the product, its features, or its price.

Most people don't think much about the ads that they see. But businesses spend billions of dollars each year designing and producing their ads. Smart shoppers look past the appeal of an ad to what it says about the product or service.

In this lesson, we will look at six common advertising techniques. Look for these techniques in ads when you watch TV, listen to the radio, read magazines or newspapers, and use the Internet. Some ads use two or more of these techniques at one time.

Emotional Appeal: These types of ads try to stir up strong emotions that you will connect with the product or service. Examples include: happiness, security, trust, friendship, etc.

Status: This technique shows people who are rich, famous, successful, or intelligent using the product or service. The advertiser wants you to think that you will be like these people if you buy the product.

Celebrity Endorsement: This technique is similar to the status technique. The ad features a celebrity or famous athlete using the product or service.

Humor or Entertainment: The purpose of these ads is to entertain you. The advertiser wants to keep your attention. Sometimes they use catchy slogans or music. They want you to remember the ad the next time you are shopping for that product or service.

Physical Attraction: Some advertisers use people who are sexually or physically appealing to get your attention. The problem with these ads is that they can make you feel bad about the way you look now, without the product or service.

Information: This technique simply presents facts and direct information about the product or service.



Read the summary of each advertisement. Which advertising technique does it use?

1. A television commercial for breakfast cereal has cartoon characters and a catchy tune.

2. An ad for a buffet restaurant shows a happy family seated around a dinner table, talking and laughing.

3. A newspaper ad lists the places, dates, and times for movie showings.

4. A car commercial shows a famous movie star driving the car in Hollywood. It features the movie star talking about the car in the background.

5. A magazine ad for cologne shows a muscular man with his shirt off.

Specials

Sometimes businesses offer special prices on goods or services for a limited time. One reason why they offer specials is to attract customers. They hope that customers will buy other items that are not on special. Watch for specials in ads and at the place of business.

There is a science to selling that has developed over the years. Successful stores have developed ways to get customers to buy, and buy more than they intended. A store that advertises *buy one and get a second one at 50% off* is really offering a 25% discount on each item. The number 50% sounds like a bigger discount than it is.

Grocery stores are especially good at convincing customers to buy more than they intended. For example, their methods start even before you get to the store. Many of them will offer several products at an extremely low price so customers will decide to come to their store instead of a competitor's store. These are called **Loss Leaders**. They may actually lose money on these few items, but hope that when customers come to buy those items they buy other items that are not on sale, and thus the store makes a profit.

Some stores offer to redeem manufacturer's coupons for double face value (up to certain amounts). This is another way a store tries to get you to shop at their store instead of a competitor's store.

Once you arrive at the store, the store layout encourages you to travel many of their aisles. They have learned that items on the end of aisles sell well. Items at eye level are more likely to be bought than items very high or low. Milk and bread are usually "deep" in the store since they are very common purchases so customers have to go past many aisles and displays to get to these often-needed items.

Stores that bake their own breads are likely to have their bakery soon after you enter the store, since they know the odor of baking bread is a powerful incentive to buy bread (some will have fans bring the odor of baking bread to the entrances).

There are ways expert shoppers use to combat the stores' strategies. One way is to shop shortly after eating. If you are less hungry, you are less likely to be tempted by the smells and displays that try to convince you to buy.

Another way is to shop less often. The fewer times you go to the grocery store means you will be tempted fewer times.

One of the best ways is to shop once a week. Plan meals using the flyers that usually are published once a week to take advantage of sale items. Make a list of items you will need to make these meals and only buy what is on the list. Sticking to your list is critical to combat the store's strategies that try to get you to buy.

Grocery stores are very good at maximizing your opportunities to buy. One of the newer trends is to serve light lunches and deli items to customers and providing them places to sit and enjoy their purchases. Stores are very aware that the longer they can get customers to remain in the store, the more customers are likely to buy.

Example 1

Look at today's lunch special. The usual price for a ¼ lb. cheeseburger is \$5.38, and for fries is \$2.09. How much money will the customer save by getting the special?

<p style="text-align: center;">TODAY'S LUNCH SPECIAL</p> <p style="text-align: center;">¼ lb cheeseburger with French fries \$5.79</p>

Solution

Find the usual price for a cheeseburger and fries.

$$\begin{array}{r} \$5.38 \\ + 2.09 \\ \hline \$7.47 \end{array}$$

Subtract the special price from the regular price.

$$\begin{array}{r} \$7.47 \\ - 5.79 \\ \hline \$1.68 \end{array}$$

The customer will save \$1.68.



How much will the customer save by getting the special?

6. Regular price: \$31.99 per pair.
The customer is buying 3 pairs.

**BARGAIN PRICE
TODAY ONLY**
California Style Capris
\$24.49

7. Regular price: \$11.99 for Captain's platter
\$ 3.49 for salad bar

DINNER SPECIAL
Captain's platter with Salad Bar
\$14.99

8. Regular price: \$18.00 for haircut
\$31.00 for highlights

SPECIAL PRICE
Hair cut and highlights
\$42.75

9. Regular price: \$12.95 for printed T-shirts
The customer is buying 2 shirts.

ON SPECIAL
Printed T-Shirts
\$9.50



Practice Problems

Directions: Use a piece of scrap paper or any space available on these pages to work out the answers to these questions. Better yet, see if you can do them in your head – good practice for shopping.

Set A

Read the summary of each ad. Which technique does it use?

1. A television commercial for greeting cards show a young boy giving his grandmother a birthday card. She smiles, wipes away a happy tear, and hugs him.
2. A magazine ad for diet pills shows an attractive woman in a swimsuit on the beach.
3. A television commercial for a jewelry company shows a wealthy man in a designer suit buying a diamond watch.
4. A radio ad for a soda beverage has a funny slogan and song.

Set B

How much will the customer save by getting the special?

1. Regular price: \$3.99 for big burger
\$2.19 for cup of soup

TODAY'S SPECIAL

Big burger and cup of soup
\$5.50

2. Regular price: \$3.95 per pair
The customer is buying 2 pairs of gloves.

BARGAIN PRICE

2 pairs of gloves for
\$6.50

3. Regular price: \$8.95 each
The customer is buying 3 books.

ON SPECIAL

Bargain books
\$7.49 each

4. Regular price: \$1.89 each
The customer is buying 3 cans of soup.

SPECIAL PRICE

Healthy Soups
\$1.05 each



Review

1. Locate and highlight the vocabulary words and their meanings in this lesson.
2. Write one new thing that you learned from this lesson or one question that you would like to ask your mentor.



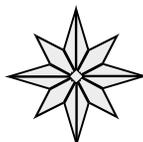
- | | |
|---------------------------|------------|
| 1. Humor or entertainment | 6. \$22.50 |
| 2. Emotional appeal | 7. \$0.49 |
| 3. Informational | 8. \$6.25 |
| 4. Celebrity endorsement | 9. \$6.90 |
| 5. Physical attraction | |



Answers to Practice Problems



- | Set A | Set B |
|--------------------------|-----------|
| 1. Emotional appeal | 1. \$0.68 |
| 2. Physical attraction | 2. \$1.40 |
| 3. Status | 3. \$4.38 |
| 4. Humor / entertainment | 4. \$2.52 |



End of Lesson