
Unit 2:3 Recognizing Appeals in Advertising

One of the best ways to recognize and analyze appeals is through advertisement. When creating a product, companies often have a specific consumer in mind, and it is to this specific consumer that most advertisement is directed. Advertisers manipulate appeals according to these target audiences. For example, read the advertisement below for the “Easy Stick” brand of duct tape below and note the analysis that follows.

Ad #1: Easy Stick brand duct tape. Found in *Good Housekeeping* magazine:



*Everything sticks
better with
Easy Stick*

The **Only** Duct Tape with the exclusive **Easy On, Easy Off** dispenser.
No more messy residue.
No more tangled tape.
No more hassles!

Easy Stick is the good housekeeper's Best Friend!

Unit 2:3 Recognizing Appeals in Advertising

Analyzing the Target audience:

Step one: Analyzing the location.

Oftentimes the location of an ad will reveal its target audience. Use the following questions to determine the target audience based on location:

- a. **Gender:** Oftentimes print media will appeal primarily to one gender. Examine a magazine’s title and the editorial page to see if a specific gender is mentioned. Also, examine the colors and images used on the cover. Dark colors and strong graphics (machines or hardware) indicate a male audience; softer colors and more emotional graphics (photographs of people, flowers, or interiors) indicate a female audience. Other types of media (television ads, billboards, etc.) must be analyzed in terms of context. If a billboard appears in an upscale urban area, then it will appeal to both men and women. If a television ad appears during a session of a women’s talk show, then it will appeal primarily to women. Examine your ad’s context carefully and determine if it appeals to a specific gender.

- b. **Age:** Just as most print ads appeal to a specific gender, they also appeal to a specific age group. Using the same procedure that you used to analyze your target audience’s gender, analyze the age group.

- c. **Occupation:** Examine the product and product claims. What occupation would use the product? To whom would the product claims appeal? Does the ad contain any specialized jargon that would indicate specific occupations? Based on your observations, determine a specific occupation for your target audience. Remember to keep the gender and age in mind.

Unit 2:3 Recognizing Appeals in Advertising

- d. **Education:** Examine the level of diction in the location of your ad. Is the language elevated, neutral or low? What level of education/knowledge does the ad presume of its audience?

- e. **Interests/values:** Examine the context in which your ad appears again. Does the context suggest specific interests in the target audience? Examine the product and the product claims. Who would be interested in the product? Do the claims appeal to an audience interested in status, the environment, savings, etc.?

Step two: Analyzing the ad.

Starting with your initial analysis based on location, further define your ad's target audience by repeating step one. Remember to examine both the text and the images in the ad.

- a. **Gender.** _____
- b. **Age.** _____
- c. **Occupation.** _____
- d. **Education.** _____
- e. **Interests/values.** _____

Unit 2:3 Recognizing Appeals in Advertising

Step three: Analyzing the appeals.

Now that you have analyzed your target audience (Women aged 30-65 who are full or part-time homemakers with some higher education and interested in cleanliness and efficiency), you are ready to identify the types of appeals and the intended and probable effects of these appeals.

Start by examine the ad’s text. The headline is the most important line of text and is usually located near the top or beginning of the ad. Analyze the ad’s contents and level of diction. Is it based on emotion, logic, or ethics? Repeat the process for the product’s slogan, the second most important line of text and usually located at the bottom or end of the ad. Then, examine the body copy, usually located in the middle of the ad and the least important text. Last, examine the ad’s images. Do these images evoke strong emotions (emotional appeal), convictions about right or wrong (ethical appeal), or intellectual curiosity (logical appeal)? Based on your observations, identify the primary and secondary appeals, bearing in mind your target audience.

1. Primary and secondary appeals: _____

2. Intended and probable effects: _____

Unit 2:3 Recognizing Appeals in Advertising

Examine the following ad and complete the analysis that follows. Be prepared to discuss your findings with the class.

Ad # 2: Flea-be-gone brand flea and tick control product. *Found in Field and Stream magazine, a magazine that appeals to 30-65 year-old males interested in hunting and fishing.*

Ask Your Vet about

Flea-be-gone!



*The veterinarian's number one
recommended flea control product!**

Be "Flea Free" with Flea-be-gone

*Based on a 2004 survey conducted by Consumer Advocates, Inc.

Name _____ Period _____ Date _____

Unit 2:3 Recognizing Appeals in Advertising

Analyzing the Target audience:

Step one: Analyzing the location.

a. **Gender.**

b. **Age.**

c. **Occupation.**

d. **Education.**

e. **Interests/values.**

Name _____ Period _____ Date _____

Unit 2:3 Recognizing Appeals in Advertising

Step two: Analyzing the ad.

a. Gender.

b. Age.

c. Occupation.

d. Education.

e. Interests/values.

Name _____ Period _____ Date _____

Unit 2:3 Recognizing Appeals in Advertising

Step three: Analyzing the appeals.

- a. **Primary/secondary appeals.**

- b. **Intended/probable effects.**
