

# Discussion forum: advertising diary

[Food & Diet](#)



**ASSIGN  
BUSTER**

Advertising Diary I normally spend my Sunday nights glued to the television these days. My favorite show, ABC channel's Castle is on reruns for the summer and I still continue to watch the previous episodes even though I have seen them before. But tonight, my viewing habits changed just a little because of this journal. I actually sat through, and paid attention to the advertisements that ran between scenes. For those 20 minutes between scenes, I observed various commercials and noted that I reacted to each one differently. For example, when the commercial for Sears came on, I will have to say that there was nothing that caught my eye about it at first. It was just an ordinary white couple trying to decide about whether to buy a house or not. The wife's main concern was all about how she would find the right appliances to suit the house. When the husband suggested a competitor store's name, that is when things got interesting for me. The sink drain started ringing and the husband pulled out a corded telephone receiver and the voice on the other end of the line told him not to discount Sear's from his appliance center choices because of their wide range of products. Then, the commercial hook hit me and I found myself saying " Hey, they are right." What was this hook that so intrigued me? The man said, in his best Mission Impossible imitation " Think Again." And that was that. The ad basically reminded me that people should not buy at the first store they step into. Comparison shopping is the way that the shrewd buyer goes these days and that is what Sears definitely tried to appeal to in this ad. To be honest, I think they succeeded. After all, shouldn't we all think twice before making large purchases these days? Sears just let the viewer know that they value our dollar spent much more than their competitor.