

Customers and sell their products essay



**ASSIGN
BUSTER**

Advertisers use a vast range of techniques to draw in customers and sell their products. Most are sly and usually very clever, but look just beneath the surface and you will discover a huge variety of lies, scandals, loop holes and covers to sell any product affectively. Some of advertisers' techniques consist of making people feel bad and humour, irritating jingles and colour, sex and celebrities. As most will ask, how does making people feel bad about themselves help to sell a product? Well I believe this is the most disgusting advertising scheme of all and it works like this, firstly the company creates a problem, by this I mean they take something perfectly natural and make it bad, for example anti-aging cream, even if a particular anti-aging cream was found to work it would still be a con, simply because aging is natural and it happens to everyone, so why should we want to stop it? People have been brainwashed to believe it is wrong or antisocial, that's why. The best of us will fall for this or something similar at some point in our lives, even though it is so bad and reasonably obvious.

This is because it is a very good way of advertising. There is another form of making people feel bad and causing them to buy things and this version has a similar but works through a slogan or what the adverts actually contain, making it more directly linked to the individual product, for example, Olay Regenerise Cream (a brand of anti-aging cream) their slogan is ' You will love the skin you in' this implicitly tells you that shouldn't or don't love the skin you are in at the moment, but will after using their product. This is often an utter lie, but the people buy the product anyway meaning this technique is very successful. A big thing to remember when advertising is that you are not dealing with a confined audience; you must catch their eye and reel

them in to do this a use of bright colours, exciting images and loud music helps. Another thing I would like to pick up on quickly is television acting, in adverts the actors or actresses are usually very endearing, happy and come across as nice people, This works well because if an actor or actress was to be boring or dismissive then trying to sell or trying to convince people to buy the product would become a unnecessarily difficult task, the acting usually will be over the top and very expressive because seeing as they only have thirty seconds or so, they have a lot to fit in and have to make you notice. As do picture or poster adverts, because if you are walking along the street or flicking through a magazine, an advert has to be big and bright to attract you within the five seconds it would take you to pass it.

Jingles and bright colours mix well together because when your television screen not only flashes wildly at you but also screams it is bound to catch your attention or possibly make you spill your tea on the way back from the kitchen! In conclusion advertisers are sly yet relatively easy to work out if you look carefully. Advertising uses emotions to imitate human life with a company's product, which causes the generally gullible public to feel the need to give, whatever it may be, a shot. Being an advertiser involves learning how people tick and using that to convince them to buy stock!