

Shock advertising assignment

[Art & Culture](#)



**ASSIGN
BUSTER**

Shock advertising is designed principally to break through the advertising “clutters to capture attention and create buzz, and also to attract an audience to a certain brand or bring awareness to a certain public service issue, health issue, or cause (e. G. , urging drivers to use their seatbelts, promoting STD prevention, bringing awareness of racism and other injustices, or discouraging smoking among teens). This form of advertising is often controversial, disturbing, explicit and crass, and may entail bold and provocative political messages that challenge the public's conventional understanding of the social order.

This form of advertising may not only offend but can also frighten as well, using scare tactics and elements of fear to sell a product or deliver a public service message, making a ‘ high impact. ’ In the advertising business, this combination of frightening, gory and/or offensive advertising material is known as ‘ cockfighting’s’. Purpose: Is shock advertising effective in the 21st century? The dissertation investigates the effectiveness of shock advertising by government, conducting a study specifically into smoking advertising campaigns.

The criticism of Benton and other companies for the shocking images used in their adverts is reviewed, advertising campaigns of the British Heart Foundation (BHF) are analysed. Research methodology uses qualitative and quantitative data obtained through primary research (questionnaires, sampling) and secondary research of printed and online sources. Conclusions are made about the decrease in the value of shock and the sensitive issues of the shock tactics used by charities. This dissertation critically assesses the

concept of shock advertising by government, with a specific focus on anti-smoking advertisements.

It aims to identify its current position in the modern society and explain the attitudes of the public towards it. The research includes two stages – the extensive secondary research on shock advertising and related areas and which provides the researcher with substantial background and initial knowledge vitally important for the second stage of the research – primary, which is achieved via a number of semi-structured interviews. SAMPLE – UK university students – smokers, ex smokers, non smokers. Younger people have the conviction that there “ invincible”.