

Advertising is a key  
part of the sales  
process



**ASSIGN  
BUSTER**

Advertising is a key part of the sales process. More than i?? 12 billion is spent on advertising every year in the UK, quite a phenomenal amount. So why do people spend out so much on advertising their products? It seems like a terrific waste of money, until you look more closely into the whole process. A fundamental reason behind advertising is the susceptibility of children to adverts.

Adults, having developed a slightly more cynical view of the world, are more likely to see through adverts. Younger children, on the other hand, are easily influenced and more nave. They see an advert for a toy of their favourite superhero, say Spiderman. The advert shows the action figure shooting webs from his wrists and swinging along tables. In actual fact the figure will do none of these things, but the child doesn't realise this, and goes to beg his or her parents for the toy. Often the parents give in to satisfy the child and stop him or her from whining.

In this case the adverts are targeting a younger audience, and are very effective. Adverts aimed at a more mature audience use different techniques. They might use statistics and factual information to sound more believable. Another useful technique frequently used by advertisers is preying on people's fears and insecurities. This technique works well for selling anti-aging creams, moisturisers, etc.

Humour might be used to encourage people to read the advert – people like to laugh. Advertising is often basically exploitation of our fears and weaknesses. It isn't just the age of the audience that advertisers take into account either. There are all kinds of factors involved, including money and

level of education. Some adverts are aimed at people with more money to spend, in which case they emphasise the price – the basic message being, it's so expensive it's got to be good, and very few can afford it – but you are one of those lucky few.

This makes people feel special and privileged so they are more likely to buy the product. On the other hand, if the advert were aimed at people with less money the advertisers would emphasise what good value for money the item was, or make a “ special offer. ” So there is a lot more to advertising than immediately meets the eye. I have chosen to study how advertising techniques are used in adverts for beauty products. I have taken four adverts and studied them individually. The first advert is advertising Max Factor's Lipfinity, a lip-gloss.

Several effective techniques are used in this advert. The most obvious thing is that this product is being aimed at people with more money. Max Factor is a relatively expensive brand of make-up and so the advertisers are trying to encourage people with more money to buy it. There are pictures of three women in the centre of the advert. The first is drinking sparkling white wine and the second has a daintily poised “ snack” of caviar and smoked salmon. White wine is a sophisticated and relatively expensive drink and caviar and smoked salmon are sophisticated and relatively expensive foods.

While these pictures are supposedly to show that the lip-gloss does not come off even when you eat and drink, the advertiser will be hoping that the reader will now subliminally associate the product with sophistication and exclusivity. There are two more pictures at the bottom of the advert. The

first shows a pair of lips on which the lipstick has almost completely rubbed off, and says " Other Lipsticks" underneath it. The second shows a pair of lips on which the lipstick is still totally untouched, and says " Lipfinity" underneath it. This is to convince the reader that this product is better than any similar ones by other brands. At the top of the advert is a message in bold white print that stands out.

It says, " Max Factor's Lipfinity. It doesn't just last. It lasts beautifully. " The message is short and to the point. But the main thing to note is the word " beautifully. " Words and ideas with positive connotations are used to suggest that the positive qualities should be associated with the product and the user.

There is a good use of layout, with the three main pictures and main message at the top and in the centre, bigger than the rest of the advert to stand out and get attention, then the other details in smaller print below. Finally, in small print, the advert gives a quote from a make-up artist saying that no other lipstick can promise more. A quote from someone who ought to know what they are talking about - a scientist if the subject is scientific, a make-up artist if it concerns make-up - makes people more likely to believe in the product and the advert. The second advert is for OXY shower wash to prevent spots. This advert is probably targeting teenagers who are most prone to spots and are most likely to feel insecure about them.

This advert is using one main technique - preying on the fears and insecurities of a certain group of people - in this case, teenagers. In bold white capitals, emphasised by a white box, is the slogan " Don't ruin your

chances. ” And the text includes these sentences: “ And with spot-causing bacteria out of the way, there’s nothing to ruin your pulling power. Now you’ve got a real reason to sing in the shower.” The basic message being put across is that having spots is going to ruin your life and stop you from getting a boyfriend (something very important to teenage girls! ) and that OXY will not just get rid of your spots - it will improve your life.

There is a big picture of a man holding out the product. He looks smart, wears glasses and carries a microscope in his pocket. He is evidently supposed to look like a scientist recommending the product, which sends out a subliminal message that the product will work. This is a useful tactic if you cannot get a scientist to approve your product and therefore cannot use a quote.