

Advertising and its classifications essay

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**ASSIGN
BUSTER**

This tells us if we wear Pandora jewelry we can also appear classy and enjoy a high social status. Marketers are targeting men in this ad, he clearly just gave his significant other the ring and she is gazing in his eyes sensually. Promoters are enticing men with a promotional sale " Buy \$150.

00 dollars of Pandora jewelry get a Pandora ring valued up to \$50. 00 dollars free. " Men have an hunting gathering mentality, that always want the best of things. It also seems to suggest that, if he gave his significant other this jewelry he will have an Unforgettable moment" as well. The second appeal we see at work is the need for attention. Fowlers defines this appeal as " The desire to exhibit ourselves in such a way to make others look at us is a primitive, insuppressible instinct.

" He also describes it as " women who want eyes upon them know what they should do. " The woman in this ad is wearing a suggestive lacy blouse, witch tells us she wants to be noticed. Every thing behind her is blurry so all you see is her.

As we see the need for attention still there are several other ways to sell jewelry, the ad out of Real Simple gazing for Pandora, is similar to most other ad's in differing magazines. The woman is receiving a gift from a significant other, a piece of jewelry to make other women look twice at her. Marketers of this appeal are targeting women in this ad because we look to other women for trend setting piece's. The advertiser chose this appeal Wesley, all jewelry screams look at me. Consumers will want to purchase this ring because you can wear it in so many different ways, or one piece alone, theater way the piece stands dominant to what she is wearing. The final

appeal in this ad according to “ Bowels Fifteen basic appeals” is the need to achieve. Bowels defines this appeal as “ The drive that energize people, causing them to strive in their lives.

” He also describes it as a “ need to attain a higher standard. ” we see this appeal at work because the woman in the ad is not doing any thing but sitting inferno of her significant other with the look of achievement. She has the best significant other in her life, this is what her look tells us. Marketers are successfully seeing this appeal. Men want to buy their woman this brand of jewelry because, Pander’s collection is inspiring, hand-finished, it’s signature style, and it is a customizable jewelry line. The consumer of this product wants a timeless original peace of jewelry.

In this appeal, the need to achieve pulled from the December 201 1, Real Simple Magazine Pandora ad, the target is a man because all you see in the ad is her wearing the ring set and some bracelets. At the bottom of the ad you see a gift rap bow telling us he bought her the best gift a man can get a woman a ring symbolizing his love and commitment. This add successfully illustrated three of Fowlers appeals, the need for prominence, the need for attention and the need to achieve.

Peoples has taught us to be more conscious Of the soliciting taking place every day. We must train our brain’s to filter out the things we want from the things we need. Most importantly to shell our children from the potentially self sabotaging labeling going on in the world today. We want our children to make up their own minds on what’s cool, not what promoters think is cool. Lets teach our kids to be unique all on their own.