

Consumer protection and clear ox

[Economics](#), [Consumer](#)



2. Create a draft version of a magazine advertisement for a fictitious product that claims to help enhance a person's social identity or image, and then critique your ad. Complete all parts of the question.

a) Preparation Consider the following brainstorming questions in order to start thinking about your advertisement:

- * What is the product? — Clear — Ox acne treatment
- * Who is the target audience? — Teenagers and adults, both female and male
- * What are the positive features of the product? What is good about it? — Clears acne breakouts fast and prevents new ones from happening. Leads to a happier lifestyle
- * What are the negative features of the product? — Somewhat expensive product that will stop working once the consumer stops using it
- * What needs, both practical and psychological, will this product satisfy? Will it make the consumer happier, Healthier? More attractive? — Clear — Ox will clear your acne fast and will be proven to make you happier, and feel more attractive. With clear skin comes confidence and control, it'll help you lead a positive life.
- * Will your ad assume that the consumer has a certain fear? If so, what fear? Does it try to create a certain fear that the consumer may not already have had? If so, what fear? — The Clear — Ox ad will make you feel like you need to use the product in order to feel prettier and healthier.

b) Plan your advertisement (10 marks)

- * Describe how you will try to visually entice or attract the consumer. It's very important that I came up with a unique product name that can be easily remembered. I feel like Clear — Ox is a great name for a product that consumers will enjoy. It's new, fun, and potentially life changing. The ad will communicate the benefits, and the effectiveness of the product that will entice the consumers. My product will visually entice or attract my consumers in these following ways:
- * Name

* Logo * Tagline and Catchphrases * Shape * Graphics * Colours * Price *

Describe how you plan to give the product an identity. Do you plan to use a particular word or image to identify the product? If now, how will you do this?

In order to give my product an identity I think it will be very important that my consumers understand that I care and believe that my product will work with great results. I can show this on the ad by stating “ Clinically tested and proven to clear your acne or money back guarantee”. Consumers will be drawn to this and will feel that the product will work for them. With a money back guarantee they will have no risk with purchasing the product. This will make them want it even more. I feel that Clear — Ox is a brand name that can be easily remembered by a consumer. The first word “ Clear” will be drawn to my target audience immediately because this is something they read or say everyday. The last word “ Ox” can be described to clean or clear something. When the consumer reads “ Clear — Ox” together they will easily understand that the ad is representing an acne cleanser. Clear — Ox is the perfect brand name for my product. A website for the product is also listed on the ad as well. This will help further give my product an identity because it allows consumers to go on the World Wide Web to find out more about what they are about to buy. * What three techniques will you use to attract consumers (for example, nostalgia, bandwagon, celebrity endorsement, image advertising, repetition, scientific or statistical claims, unfinished claims or comparisons, and/or weasel words)? * Image advertising - I will use image advertising to convince my consumers to use my product. A woman who is very attractive and has a clear face will be used in the ad. This will help viewers think they, too, can be attractive and have a healthy

looking face. The woman will imply that clear skin can be yours if you use Clear — Ox. * Repetition — In my ad the word “ clear” appears in product name and the slogan. It also appears four more times in the supporting text throughout the ad as well. Other repeated words such as “ acne” “ guarantee” “ prevents” and “ breakouts” are seen throughout the ad. The viewers of my advertisement might think that you can get a clearer looking face by seeing these repeated. * Scientific or statistical claims — I used this technique in my ad to help convince most viewers to buy my product. “ Clinically tested and proven to clear your acne or money back guarantee” were the exact word used in the ad. * Ambiguous words — I used words such as “ prevents” “ helps” “ clears” to get the attention of viewers. Words like these are not clearly defined and are open to interpretation to the viewer. * What two conventions will you use (for example, technical, symbolic, and/or written)? * Symbolic conventions — I included an object, a person, and colours in my ad to help convince viewers to buy Clear — Ox. For example, the women in the ad looks to either be an adult or a teenager; therefore this will attract both teenagers and adults. The women is very attractive and has a clear face. This will help viewers think they, too, can be attractive and have a healthy looking face. Within the ad viewers can actually see what the product looks like. This helps convince them that the product is very easy to use and takes no time at all to use it. Bright, simple, clear and clean colours were used. I feel that the colours(red, green, and black are just a few) I used are very appropriate for an acne-cleansing product. These colours can represent what an acne-cleansing product should do. * Written conventions — I included variations of size, headlines, captions, and language throughout

my ad. The large text within the ad will definitely gain the initial attention of the consumer. The Small text is targeted towards the viewers who want to know and learn more about the product. Text is easily understandable and straightforward and important about the product. c) Create a draft version of the text and visuals for your advertisement (5 marks) * Name: Unique product name that easily remembered (Clear — Ox) Acne Cleanser. Consumers will be drawn to the name, and will find it fun. * Logo: My visual trademark will be noticeable, and will catch the eye of my consumer. It will easily identify the product that I'm selling which is an acne cleanser. A big "NEW" logo will be placed on the ad to intrigue the consumer as well. * Tagline and Catchphrases: " Get Clear Skin Fast ! " " Prevent Breakouts ! " " Feel Better" " Be Happier" and " Easy As... 1 2 3". A quote will also be used as well, " I Use Clear — Ox to make me look my best" — Jonah Giffen * Shape: The ad will show the products shape and size. This will show the consumer how easily it is to use it! * Graphics: I will use image advertising to convince my consumers to use my product. A woman who is very attractive and has a clear face will be used in the ad. This will help viewers think they, too, can be attractive and have a healthy looking face. * Colours: Bright, simple, clear and clean colours will be used. I feel that the colours (red, green, and black are just a few) I used are very appropriate for an acne-cleansing product. These colours can represent what an acne-cleansing product should do... Red — is associated with energy, strength, power, determination as well as passion, desire, and love. Green — is the colour of nature. It symbolizes growth, harmony, freshness and fertility. Black — is associated with power, elegance, formality, and mystery. * Price — My

products price will be shown on the ad. This shows that it's affordable compared to other acne cleanser products on the market today. d) Write a paragraph explaining why the various techniques and conventions were used in your advertisement (15 marks) In order to have success in today's competitive environment you must have a good marketing team in your business. Fortunately Clear — Ox, they have become very successful because of marketing. The ideal image of the company is very simple. They want its consumers to have clear skin, and its ad shows this. Just by looking at the ad you will see that Clear — Ox is very unique, fresh, and full of potential. Within the ad you just seen you witnessed, many various techniques had been used. For example, image advertising was used to convince consumers to buy the product. A woman who is very attractive and has a clear face was used in the ad. This will help viewers think they, too, can be attractive and have a healthy looking face. Repetition is used throughout Clear — Ox's ad as well. The word " clear" appears in the product name and the slogan. It also appears four more times in the supporting text throughout the ad as well. Other repeated words such as " acne" " guarantee" " prevents" and " breakouts" are seen throughout the ad. The ad shows scientific claims by stating " Clinically tested and proven to clear your acne or money back guarantee". This is considered unfinished because it does not state where it was clinically tested, but the viewer does not know this and is convinced anyways. Symbolic conventions and written conventions were used within the ad. Both of these conventions helped target an adult and teen audience, male and female. The images and colours that were used help illustrate that the ad was about an acne cleansing

product. Clear — Ox's ad helps viewers think they, too, can be attractive and have a healthy looking face. Using a variety of sizes of text also attracts viewers to be drawn to the ad. The large text within the ad will definitely gain the initial attention of the consumer. The Small text is targeted towards the viewers who want to know and learn more about the product. By using a combination of symbolic and written conventions I was able to convince my viewers that my product is the best on the market. Advertising and marketing professionals abuse and take advantage of peoples fears and needs to help promote new products. I feel that this is wrong, and that the public should become aware of this. Jonah Giffen ENG4U-B Independent Learning Centre Unit 1 — Lesson 4 The Step Not Taken By Paul D'Angelo Paul Angelo's story, The Step Not Taken, is an excellent example of a monomyth archetype. The story follows a general cycle that is comprised of three broad stages: separation, struggle or initiation, and return and reintegration. One can truly see how the narrator is the hero himself. As a result of shame and guilt, the hero begins to embark on a very personal, and significant journey to learn a life-changing lesson that will help him discover how to properly respond to other's suffering. Separation is considered to be the first phase of a monomyth archetype. At this stage, the hero or protagonist figure may or may not be aware that everything if life is going to change. Upon becoming aware of the journey, the protagonist refuses to go. Paul D'Angelo, or the protagonist's separation commenced within just a short period of time when he entered the elevator with a negative outlook on "elevator etiquette". He admitted to "purposely ignoring his fellow passenger". Unexpectedly, the man in the elevator with him collapsed and

began bursting into tears, weeping non-stop. Paul had two choices once he seen this happen, one being to soothe and comfort him and let him vent about what was the cause of the emotional collapse, and the other was to quickly remove himself from the awkward situation by leaving the elevator and acting oblivious. Unfortunately, Paul took the easier route, which was to do nothing. As the hero in this story, the outcome of the situation was in Paul's hands. Struggle or initiation is the next stage of a monomyth archetype. During this stage of the cycle, the hero figure endures a series of physical, emotional, and/or spiritual hardships and tests. Paul the protagonist began questioning himself, "should I go up to the 15th floor and make sure he's okay?". Questions like this had left Paul feeling a sense of guilt. The benevolent guide, which appeared in this struggle or initiation stage, is the dreadful feeling of guilt. He was asking himself, "should I search him out from office to office? Should I risk the embarrassment it might cause him?" Guilt made numerous attempts to guide him in the right direction, but Paul ultimately refused to do what was right. The final stage of the monomyth archetype is the return and reintegration. During this part of the cycle, the hero can return to regular daily life with new knowledge and/or power gained. As Paul went through this final stage, he realized that he had become submerged in a feeling of regret and began considering various reasons for the man's meltdown in the elevator. "Was his wife ill? His child? Had someone dear recently died?" The guilt, which guided him, created an epiphany. Paul quoted, "I should have given him the opportunity to unload his sadness onto my shoulders. I should have reached out a hand and patted him on the back". With questions like these Paul the protagonist now finally

understands what he should've done. A helping hand can simply put a smile on someone's face, or temporarily get rid of any pain that is being caused. Potentially, it could also save a life. Paul's encounter ended with a lesson learned and a public apology that the mystery man may someday read. Over the course of your lifetime, there is at least one important moment that you will always remember. This moment will most likely require an action and a decision to be made. A famous movie called Star Wars by George Lucas a perfect example of a monomyth. An example of something in your life may include not helping your very ill neighbor, or not giving an elderly person a hand. Hopefully by reading this story you will make the right choice. You will be given the opportunity throughout your life to show the thoughtful caring side of yourself, but for most people they will choose not to. This is what Paul had chosen to do, and he tells a very important story that will hopefully encourage others to act with compassion when others are suffering.