

Humour in advertising assignment

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However, that depends, among others, on Social and psychological factors, How a person has been socialized may affect there judgment Of humorous advertising. Humorous advertising can be found in variety of forms including TV', radio, print media and online. What Is Humor? There is a rather large amount of terms standing in context with humor already, this indicates that there cannot be one single definition but rather a whole field concerned with this topic.

Semantically, Dotard (1994) has built up this field in the following way:

Advantages There are many different advantages for using humor in advertising. People will tend to pay more attention to a humorous commercial, than a commercial that is a factual or serious one, opening themselves up to be influenced. They will actually look for your ads as they are easier to remember and talk about them if they are good. People like funny things; they relax and pay attention when they perceive that there is humor in the advertisement.

It can help to put them into a good mood and helps to create a more comfortable atmosphere, which enables a more positive image and a more approachable product to the consumer. Advertising humor is at its most effective when it is being used with established and frequently purchased goods. This is because a more established company has a stronger brand identity and is already well known to the consumer. Some good examples of these are the Bandager Rum campaigns, the Eat More Lamb campaign with Sam Chivied, The Monads campaign with the striping mother.

All these ad campaigns are supporting well know companies and products, and are help to remind and entice the consumer. Humor may increase product recognition and decrease skeptics attitudes, marketing studies proved that humorous ads get higher scores in the categories of recognition and product preference. Some humors television advantages are: Animation can be used to create a humors and friendly atmosphere e. G. Sing Homer Simpson to promote Hungry Jacks Celebrities and well known comedians are a great tool to gain the audiences attention quickly e. G. Billy Connolly to promote INNING Not happy, Jan! Is an advertising catchphrase which has entered the Australian cultural vernacular which originated from a yellow pages commercial Some humors radio advantages are: Celebrities use there well know voice to endorse products e. G. John Classes promoting radio advertising Characters are used in a small skit as way of telling a funny story e. G.

Robert and Norma promoting Washburn Valley Holder Some humors print media advantages: Well know characters that are used in a satirical manner to promote a product e. G. Spenserian in the Bacon campaign Reminder advertising car be used to reinforce a humors commercial e. G. Tellers Bighorn great wall of china campaign The main result is that humorous ads have a greater capability of evoking the spiniest attention than non-humorous ads. Disadvantages The disadvantages of humor in advertising all relate to the audience perception.

Advertising humor needs to be well suited to its target audience. If they do not understand the joke, then the joke will be lost upon the audience. A sophisticated audience will understand your irony, satire, and puns, but a <https://assignbuster.com/humour-in-advertising-assignment/>

young audience may only understand slapstick comedy or a silly cartoon caricature. Inside jokes can be effective if the recipient understands that it was done for them, but nobody else will get it. Advertising humor has a relatively short life.