

## **SUTHERLAND AND SYLVESTER**

### **How does advertising work? How does it influence buying?**

#### **We are unable to realize advg's effects on purchases because:**

We have a false idea of how advertising works.

We think that being influenced means seeing the ad, then going out and buying the product.

- the effect of each single ad is small
  - compare advertising's "invisible" effect to the "invisible" growth of a child
  - repetition can make small brand differences seem bigger and truer (truth effect)
- people don't care very much about brands
  - low involvement
  - "feather" changes
- when there's no persuasion attempt (no direct message), we assume there's no effect
- We assume that if we don't like an ad, that we're not affected by it

#### **Define image advertising?**

--usually focussed on the user or lifestyle

--works not through persuasion but through suggestion/association

Direct effects of image advertising are generally invisible, but we can see them by looking at other effects. (Ask about brand identities of certain products: describe the typical Gap shopper, Diesel consumer, Marlboro smoker. How are these images circulated?)

#### **What's "the truth effect"?**

If something is repeated constantly and not challenged, our minds seem to regard it as true in some sense. It's not rational, but since we don't really think about it, that doesn't matter.

- \* Skinny women are more attractive; fat and old women are ugly
- \* Buying nice cars and nice things will make you happy
- \* Certain fragrances will make you more sexually attractive
- \* Cute blond stylish rich people wear Tommy Hilfiger
- \* natural body odors are bad

If we stop and think about these things, we realize they're false...but we usually don't stop and think about them.

One way advg affects us: repetition can make small brand differences seem bigger and truer

**Agenda setting:**

the media don't tell us what to think, they tell us what to think ABOUT.

Certain stories and certain choices accessible and readily remembered, while others aren't remembered. Gary Condit, child abductions... ignoring US military's crimes in Afghanistan.

**How does advg use agenda setting to its advantage?**

1. Makes brands more mentally accessible

When you say "soft drink" what do you think of? When you say "snack"?

Whassup example: allows budweiser to come to mind frequently

If you walk outside at lunch time and some guy from an Indian restaurant is out there handing out flyer, his handing out flyers is not going to make you like Indian food if you don't, but if you do, it might remind you, hey, Indian food would be good right now.

2. Emphasizes certain qualities of those brands

**What type of qualities? Negative or positive?**

- \* Nike ads ever show factories?
- \* KFC ads ever show processing plants where chickens are slaughtered?
- \* McDonald's ever talk about the antibiotics that are in their beef?

Certain aspects of products are never emphasized, are made non-salient?

**What happens with your attention when you multitask?**

The more things we pay attention to, the more shallow the mental processing of any one of them (the more attention we pay to something, easier to recall later)

**Do you need to believe an advertising message for it to influence you?**

## Chapter 4:

### **Draw lines on board. Who can explain the Solomon Ashe experiment?**

Conformity. math teacher experiment: asks popular, intelligent kid to leave the room...then he puts a problem on the board and asks everyone in the class to answer incorrectly.

People go with what's popular, even to the point of doubting their own senses!

### **When are people most likely to conform?**

-- where's there's not much evidence or when evidence is ambiguous; when it comes to marketing, when products are alike  
--or, probably, when they don't really care much

### **Draw circles on the board to indicate identical brands**

### **Some examples of media—not just advertisers—who exploit this?**

Top 40

TRL

Best-seller lists

### **Are heavily advertised brands necessarily the most popular?**

No.

The more a brand is advertised, the more popular it *appears* to be. But this is a fallacy in thinking. (generally: advertising leads to popularity, rather than the other way around)

## Chapter 5 | Oblique and Indirect Advg

Oblique/Indirect : when ads are ambiguous, people take different messages from them. This can boost the ad's effectiveness.

Have kids interpret ambiguous advg images --> discuss

How many windows in your house example.

Relevance for advg:

--advg wants to make its message easily accessible / available in yr mind

## Chap 6 :

**We may identify with groups, even when arbitrarily chosen**