

COMM 1307 - Advertising, a part of marketing

Sender

Terms to remember: Positioning, Repositioning, Niche, Buzz Words

Advertiser ————— Message

Conscious (factual, straight information)

Unconscious (subliminal messages)

Subconscious ————— Channel(s) ————— Receiver/Consumer

(Emotional or psychological appeals)
Benefits of product, not attributes

Newspaper
Radio
TV
Direct Mail
Outdoor
Specialty

Who are these people?
Determine by market research of various

What an ad should do to sell products, goods or services:

Attract Attention — Build Interest — Create Desire — Call to Action = AIDA,