



# 15 Ways Ads Try to Get You to Buy.

Does everybody like Muggs Lima Beans? No, even though the ad on the cover says so. But if you were trying to sell Muggs, you might make this kind of pitch. It's one way to get people to buy your product.

Most businesses spend a big part of their money to advertise the products or services they sell. Tobacco companies have been spending 240 million dollars a year to advertise cigarettes and cigars on radio and TV. The U.S. Congress felt these ads worked very well. That's why you haven't seen any cigarette commercials since January 2.

Ads appear in many places. You see them on billboards, in buses and subways. You hear them on radio and TV. They appear in magazines, newspapers — even in your mailbox. And they use different approaches to try to get you to buy.

Now, suppose you are an ad writer. We've made up a product for you to sell — Muggs Lima Beans. (It doesn't sound exactly mouth-watering, does it?) How can you get people to buy Muggs Lima Beans? What kinds of ads might you write?

### ○ THE BASIC AD

This is the simplest advertising message. You just tell people to buy Muggs Lima Beans. You show them what the can looks like. When they go to the store, they'll see several brands of lima beans on the shelves. If they have seen and heard the name Muggs often enough, they may put a can of Muggs in their shopping carts.

### ✓ EYE APPEAL

Suppose your lima beans taste good — really good. You figure that if people would taste them, they would buy only Muggs. But people can't taste commercials on TV or ads in magazines. So you might suggest how good your beans taste by showing how good they look. Or you might suggest good flavor by showing people eating the product and enjoying it.

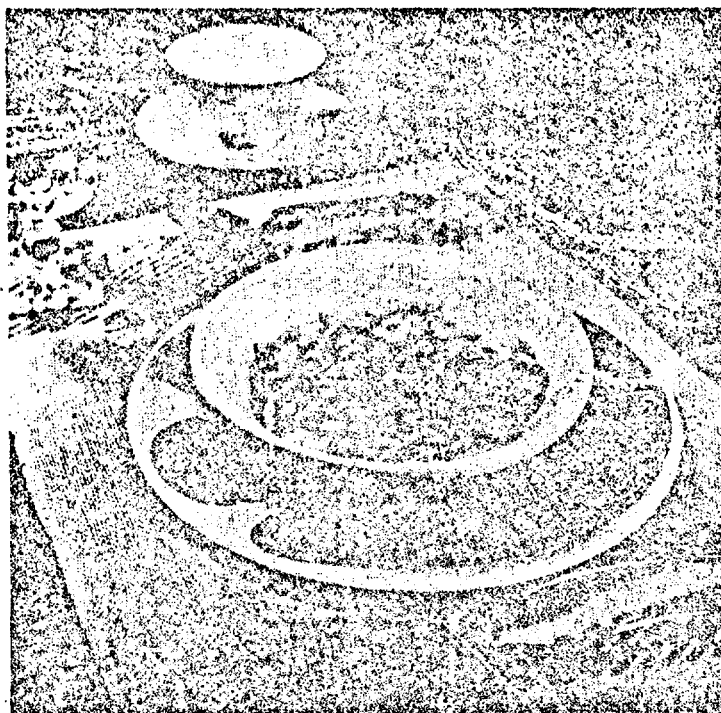
Some ads have begun to show how good a product smells. The smell is actually added to the paper on which the ad is printed. When you scratch the paper, the smell comes out. This is a good way to advertise perfumes and soaps. Would it be wise to advertise food this way — by nose appeal?

### 4 ✓ HAPPY FAMILY APPEAL

This appeal is often used to sell cleaning products and food. The message goes something like this: "Your family will be as happy and healthy as this one, if you buy our product. If you want to show how much you love your husband and kids, shine your floors with our wax. Or give them the vitamins in our bread. Or bake a cake with one of our mixes."

Look at the last five lines of the "happy family" ad on the right. Do you think they would work on most mothers?

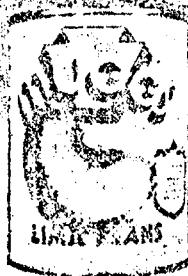
## MUGGS Lima Beans...



...they taste as good as they look.

Happy Family Appeal

"Nothing is too good for my family..."



That's why I buy Muggs."

Wise mothers know that their families need tasty, nourishing food. Even fussy eaters say, "More Muggs Lima Beans, Mommy." Be a wise mother. Buy Muggs.

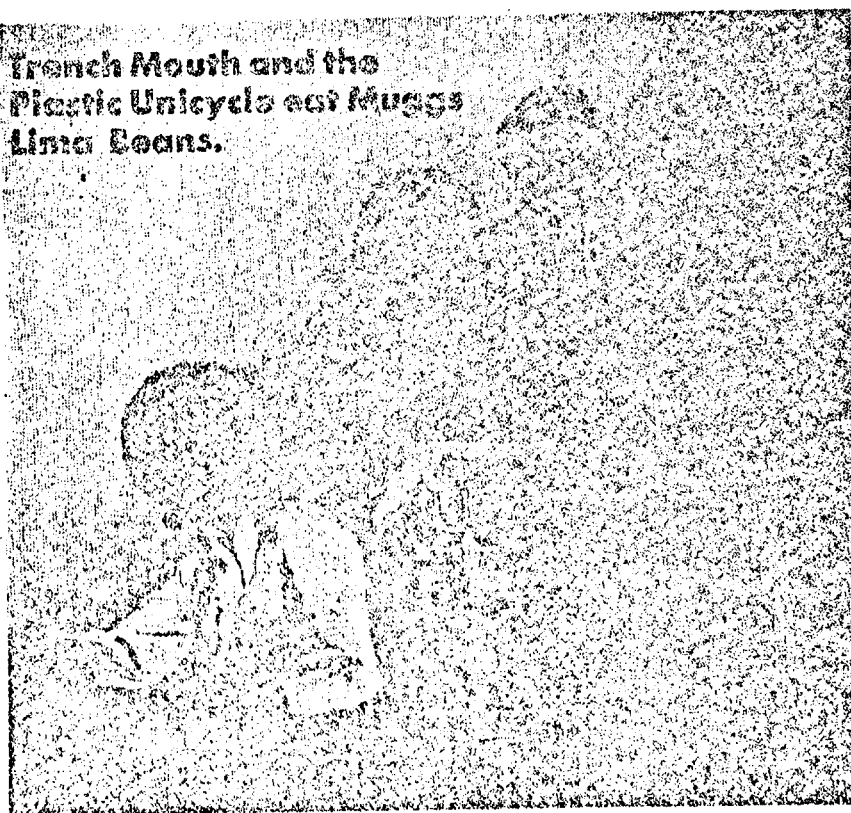
**"Ah, Muggs!" says Rinaldo, chef at Mike's Drive-In. "They're the best."**



**Take it from top chefs like Rinaldo.  
Insist on MUGGS Lima Beans.**

**Famous People Say...**

**Trench Mouth and the  
Plastic Unicycle eat Muggs  
Lima Beans.**



**"They keep us jumping," Trench says.**

**✓"AN EXPERT SAYS..."**

If someone wanted to buy a fishing reel and didn't know much about the different brands, he might ask an expert. He could find someone who has done a lot of fishing, and ask him which reel is best.

People usually trust experts. To advertise a fishing reel, you could ask a famous fisherman to speak for your brand in an ad.

A good chef is an expert on food. That's why you might ask one to say that your lima beans are good.

It may be that the expert likes the money he gets for appearing in the ad — more than the product he speaks for. That is for the person who sees the ad to decide.

To have experts speak for a product can be very good for sales. When the American Dental Association said that Crest Toothpaste helps prevent tooth decay, Crest became the best-selling toothpaste in the country.

**✓"FAMOUS PEOPLE SAY..."**

When a famous person says he likes a product, people may want to follow his example. This is not the same as when an expert advertises a product.

A pro golfer knows more about golf balls than most people. But does he know more about breakfast foods or wrist watches? Probably not. But some people will want to be like, or act like, the famous person in the ad.

"If he eats Muggs," they may think, "I want to, too. Then we'll have something in common."

Does a baseball player, like Tom Seaver, know more about razor blades than you do? Does a rock group know more than you about lima beans?

✓ "EVERYBODY LIKES..."

The message of this kind of ad is: "Get on the bandwagon! Our product is so popular, you should like it, too. Don't be left out."

Look again at this week's cover — and at the ad on the right. You can see a life-guard, a ballet dancer, someone who may look like a neighbor of yours — even an ancient Roman soldier and a gorilla. Muggs Lima Beans must really taste good, if creatures as different as these like them!

When you see an ad that shows a lot of people enjoying a product, this is the approach being used. The song about Sara Lee Cakes uses this approach — with a slight twist: "Everybody doesn't like something, but nobody doesn't like Sara Lee."

**SNOB APPEAL**

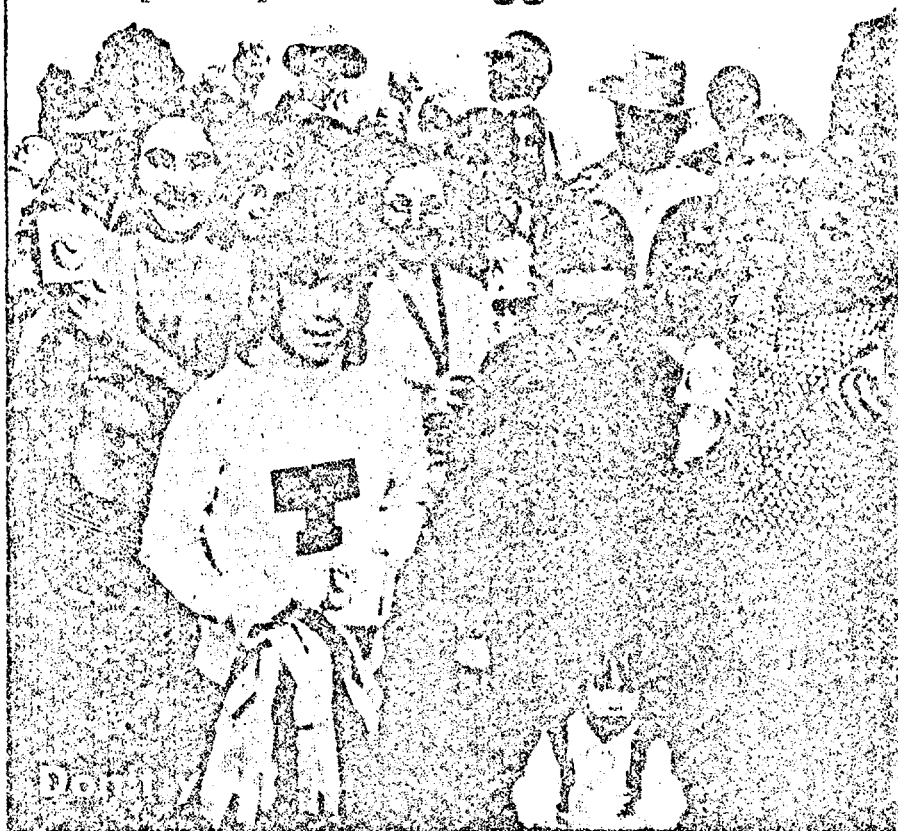
Sometimes people want to be part of the crowd. Sometimes they want to be different. It's natural for a person to wish that others could see that he is better in some way than they are.

Even children's toys are sold with this in mind. Ads for Dune Buggy Wheelies (toy racing cars) say: "Get your friends uptight."

"Snob appeal" ads usually appeal to the wish to be, or feel, rich. The message is: "Be like rich people. Serve Muggs Lima Beans."

Many ads of this kind do not hide their appeal. They come right out and say: "This product is expensive. Buy it — if you can afford to."

**Everybody loves Muggs Lima Beans!!!**



Snob Appeal

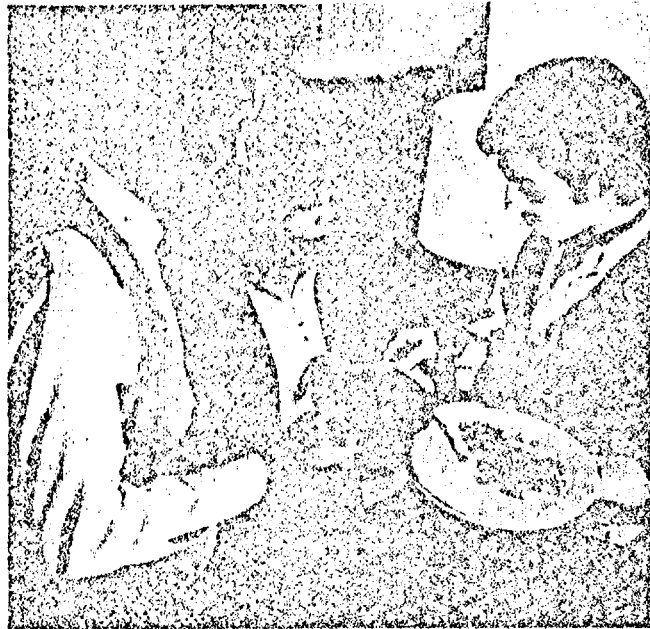
**Only MUGGS Lima Beans  
are good enough for my guests.**



**Don't your guests deserve the best?**

They may cost a little more, but the best of anything is worth every cent.

## Get it all together with Muggs Lima Beans!



That's where it's at!!

### YOUTH APPEAL

Many ads today are aimed at young people. Why? Teenagers and children buy a lot of things. They also tell their parents to buy certain brands.

Besides, some ad writers believe that many adults wish they were younger than they are. They want to look young, feel young — sometimes act young. So they may buy products that young people use. Remember the ads that said Pepsi-Cola was "for those who think young"?

When writers try to give their ads a "young" sound, they may put rock music in the background. They may use expressions like "where it's at" or "it's what's happening, baby." This year, so many companies used "get it" all together" in their ads, that the expression no longer sounds fresh and lively.

### ✓ SYMBOLS

A symbol is a quick way to give a message. Ads use symbols as a kind of short-hand:

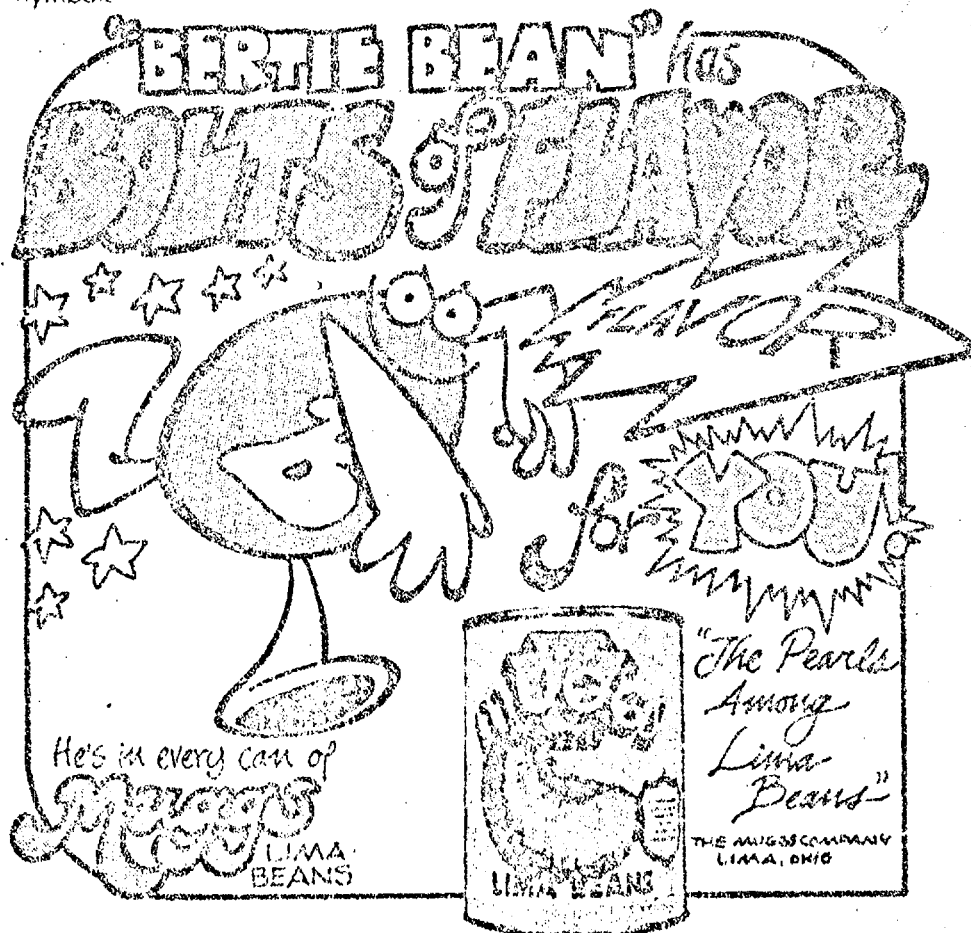
- The "White Tornado" suggests how fast and powerfully Ajax cleaning liquid works.

- The "Jolly Green Giant" stands for the health and strength his vegetables are supposed to give you.

- The little hammer inside a person's head suggests the pain of a headache. The hammer fades away, suggesting the relief that Anacin gives.

"Bertie Bean" is a symbol. He suggests that a lima bean is more than just something that grows in a pod. He's a character — almost a person! And the "bolts of flavor" suggest the flavor is powerful.

### Symbols



### "IT'S NEW"

Your ads might get attention if you show that your lima beans have something special. You might put them in an easy-to-open package. You might add spices to the beans to change their taste. Or you might find something already in the product, and make it sound better.

"Flavor Booster MJQ" could be a common chemical. Other brands of lima beans may use it, too. But you might sell more cans of beans by giving it a fancy name, like "Flavor Booster MJQ."

The Federal Trade Commission and the Food and Drug Administration watch to see that ads do not make false statements. The Food and Drug Administration stopped the ads for Colgate Dental Cream with Gardol which said that Gardol protected teeth like "an invisible shield."

But there is no law against making ordinary ingredients sound interesting. Should there be?

### THE HUMBLE APPROACH

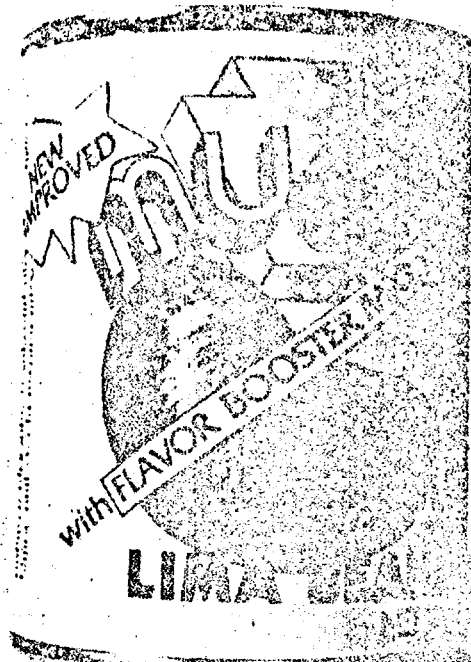
Many ads say that a product is the best, or is liked by all kinds of people. Another way to sell your product is to admit that it's not the most popular. You'll surprise the ad watcher if you do this, and you'll get his attention.

But you don't want to let it go at that. So you add that your company is trying very hard to get people to like your product.

Avis Rent-a-Car used this approach. Their ads said: "We're No. 2. So we try harder." Many people started renting cars from Avis. Why? The ad was unusual. It also suggested you would get good service, because Avis was trying hard to win customers from the No. 1 company.

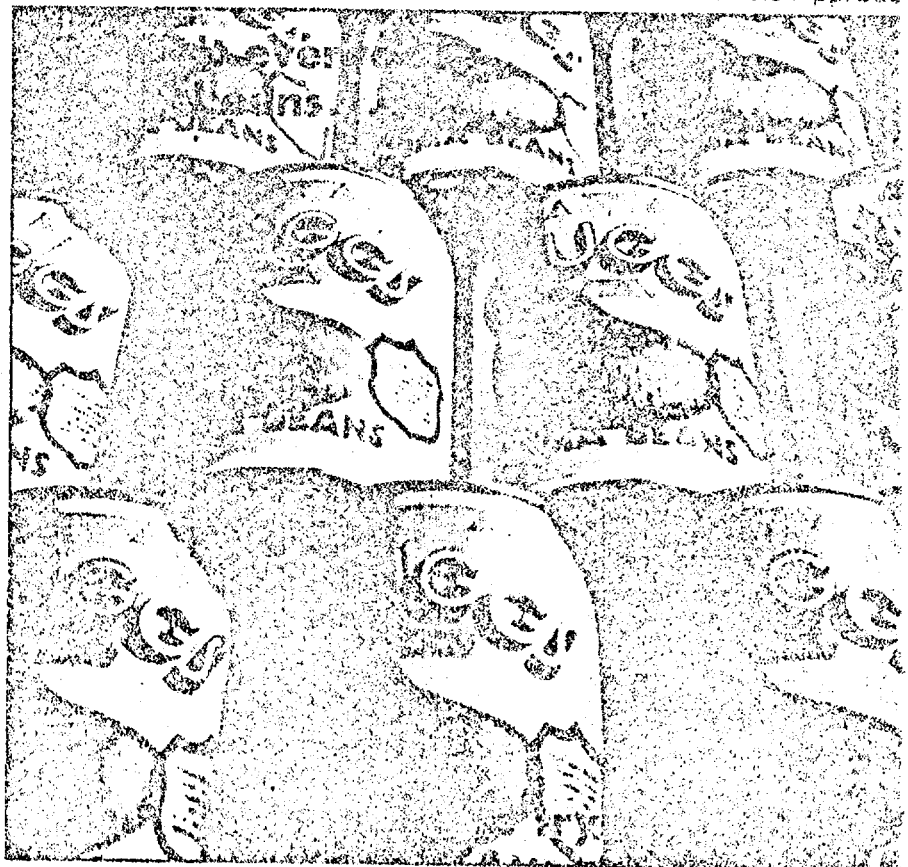
"It's New"

### NEW IMPROVED



with FLAVOR BOOSTER MJQ  
—only in Muggs

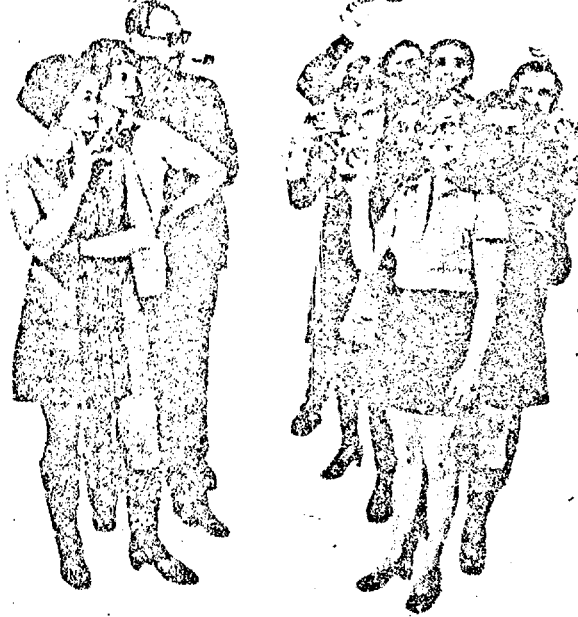
Humble Approach





**Actual Taste Tests Prove:**

**7 out of 10 prefer Muggs Lima Beans.**



We hired an independent testing agency. They had people all over the country try Muggs Lima Beans and the other leading brand. Seven out of every ten people said that Muggs Lima Beans taste best. Isn't it time you tried them, too?

Concern for the Public Good

**We don't plant  
Muggs Lima Beans  
every year—**



## STATISTICS

Here's another way to sell your product. You take a survey. You find out how many people like your product, compared to other brands. If the results are good, they might convince people to try your product.

Statistics (numbers) often impress people. The message goes like this: "Four out of five housewives prefer our product to any of the other leading brands."

A recent ad for Maxwell House Coffee uses statistics in an unusual way. It says that 45 per cent of those tested liked Maxwell House better than the leading freeze-dried brand. That means that more people — 55 per cent — liked the other product better!

Some people will notice and remember the ad because it's unusual. Some may believe that these statistics, unlike most that appear in ads, are honest. They may buy Maxwell House Coffee because of this "honest" or "humble" appeal. Others may buy Maxwell House because, as the ad points out, it costs less than the other brand.

## CONCERN FOR THE PUBLIC GOOD

You use this approach to tell people that your company is a good one. Your message might be: "We don't pollute the air," Or: "We give information about drugs and drug abuse to high school students." Or: "We keep kids from dropping out of school."

Companies may use these ads to get people interested in doing something about social problems. At the same time, if people think a company cares about society, they may decide to do business with it. They may like, or have faith in, a company that cares about the public good.

## ✓ ROMANTIC APPEAL

A romantic message is often used in ads for cosmetics, mouthwashes, clothing, and cigarettes. The ads suggest that you can be better looking or more popular if you just use the right product.

It's hard to get people's attention simply by saying that a brand of soap gets your face clean. So soap ads often appeal to a woman's desire to be pretty. Ads for hair creams often appeal to a man's desire to be handsome and successful with women. There is even a toothpaste that is supposed to "give your mouth sex appeal."

It may seem strange to use "romantic appeal" in an ad for lima beans. But this appeal has been made for almost every kind of product. Pretty girls have even been used in ads for car mufflers!

## HUMOR

Some people watch TV for the commercials. They think they're better written and acted than TV programs.

Some funny commercials have become famous. In one for Alka-Seltzer, a newly married husband takes care of his upset stomach, while his wife plans new, horrible meals. A line from another Alka-Seltzer commercial has become part of everyday speech: "Manma mia, that's a spicy meatball!"

Most comic ads make fun of advertising appeals. What appeals does the Muggs humorous ad make fun of?

Look at ads on TV and in magazines. What approaches do they use?

Turn to "Word Power" on page 20, and learn why the names of products are important. Then turn to "Open End" on page 15, and try writing your own ads.

Soft music, dim lights...



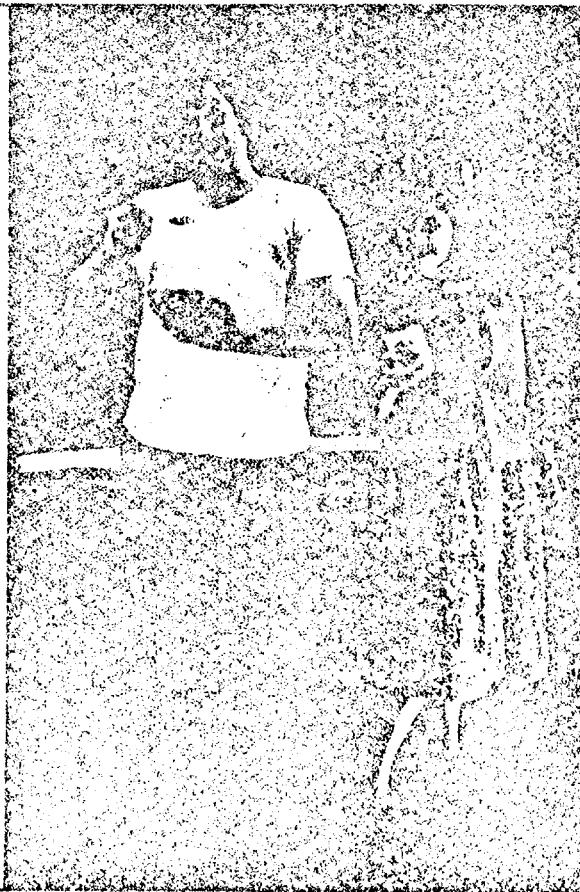
...and Muggs Lima Beans

Will they make you more popular?  
Will they give you a smashing personality?  
Will they make that Special One swoon over you?  
We can't promise all that, but...

they taste so good.

Humor

Now that I  
buy him  
Muggs  
Lima Beans,  
he doesn't  
have any  
time for me.



It's all he cares  
about. Is it right for  
a man to love  
lima beans more  
than he loves his  
gorgeous wife?  
Ohhh, Muggs Lima  
Beans, I wish I'd  
never heard of you!



# Ad Project: 15 Ways Ads Try to Get You to Buy

1. You must have one example of each type of ad plus a made-up ad using one of the 15 approaches.
2. Ads must be neatly mounted on unlined paper.
3. Ads must be both numbered, labelled, and in order, as follows:

- |   |   |
|---|---|
| ✓ <sup>B</sup> 1. Basic Ad - <sup>Streben Glass</sup> Cigarette               | ✓ <sup>9</sup> 9. Symbols -   |
| ✓ <sup>B</sup> 2. Eye Appeal - <sup>Polaroid</sup>                            | ✓ <sup>10</sup> 10. "It's New" -  |
| ✓ <sup>3</sup> 3. Happy Family Appeal -                                       | ✓ <sup>11</sup> 11. The Humble Approach   |
| ✓ <sup>B</sup> 4. "An Expert Says..." -                                       | ✓ <sup>12</sup> 12. Statistics -  |
| ✓ <sup>5</sup> 5. "Famous People Say..." - <sup>Wright</sup> <sup>Glass</sup> | ✓ <sup>13</sup> 13. Concern for the Public -                                    |
| ✓ <sup>B</sup> 6. "Everybody Likes..." - <sup>Cigarette</sup>                 | ✓ <sup>14</sup> 14. Romantic Appeal -   |
| ✓ <sup>7</sup> 7. Snob Appeal -   | ✓ <sup>15</sup> 15. Humor -   |
| ✓ <sup>B</sup> 8. Youth Appeal -  | ✓ <sup>16</sup> 16. Made-Up Ad (Titled according to the approach you are using) |

4. All labelling, writing, drawing, etc. must be done in ink or magic marker, flair, etc. No pencil anywhere.
5. Projects must have a cover page. <sup>Own</sup>
6. Projects must be fastened together in some way (you may not use my stapler).

Due Date: Tuesday, May 31  
~~Monday, December 6.~~