

LO1. 3 Approaches to advertising campaigns

Company: Pepsi

Medium: TV advert

Campaign: Mirrors

Link to the advert



1. Which celebrity has been employed to be the 'brand ambassador'?

The celebrity that has been employed to be the brand ambassador is Beyonce.

2. Why do you think this celebrity was employed for this approach?

Beyonce was employed for this approach because she's iconic. As in the advert shows the only person who's a threat to her, is herself hence the mirrors. She's in competition with herself which is true because no one else is on her level.

3. Who is the target audience for this product/service?

The target audience for this product is young adults aged 18-24 as the product itself is a fizzy drink which is stereotypically consumed by a younger demographic as at times they are less health conscious.

4. Who do you think might make a good replacement for this celebrity?

Someone who might make a good replacement for this celebrity is Rihanna because she has similar traits to Beyonce, she is loved by a worldwide demographic and can support the campaign with her hit records and number 1 albums.

5. What could be an alternative approach to advertising this product?

An alternative approach to advertising this product is the use of social media as it serves a wide network of people globally. Another alternative approach to advertising this product could be the use of shockvertising this would serve as a talking point.

SHOCKTERVISING

Company: Public Health England

Medium: TV advert

Campaign: Anti-smoking

Link to the advert



1. How has the company used shock advertising to promote their product/service?

The company has used graphic images of a man smoking and then a cancer growing out of the cigarette. That highlight what will happen in people's bodies if they continue to smoke. We know that people don't personalise the harms of smoking and don't understand what's happening in their bodies. This advert will show them through the use of shockvertising.

2. Why do you think this shocking approach was chosen for this particular campaign?

This advertisement was shown to address the harms of smoking by showing the man's guts on the cigarette. As the advertisement goes on and the more he smokes, the more it has an effect on his body. Anti-smoking adverts aim to illustrate the effects of what smoking can do to you and others around you, which would have created a moral panic among the audience.

3. What could be an alternative approach to advertising this product?

An alternative approach to the advertisement for this product is the use of print around areas in the UK alongside a message that is memorable so that the audience can realise the true impact.

4. Is shocking an audience always an appropriate approach to help them remember a product or service?

Shocking an audience is a good approach in this case to help them remember the product negative consequences because in the long run it will leave a lasting effect. It shows the hidden harm of smoking that more than a third of smokers still think the health risks are greatly exaggerated.

5. What type of shock tactics do you think are acceptable and what are not?

Shock tactics such as using visual effects to address a cause or a problem is when shock tactics is used most effectively. However, racist adverts such as the “coolest in the monkey jungle” campaign by H&M has had a negative impact and shock tactics has been used to create hostility rather than awareness of different causes. (Like what the anti-smoking campaign by Public health England did).