

# Political Advertising

Constitution Week

# Advertising serves an express purpose

To convince you (the consumer) to—

**BUY | ACT | CONSUME | BELIEVE**

# Political ads take on strategies of consumer ads

Famous-person testimonial

Plain-folks pitch

Snob-appeal approach

Bandwagon effect

Hidden-fear appeal

Glittering generalities

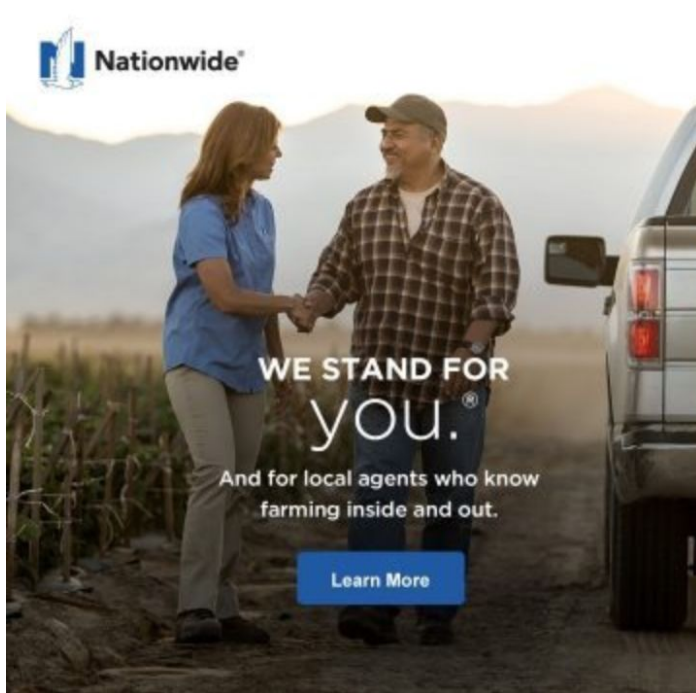
# Famous person testimonial

Celebrity endorsement of a product or person.



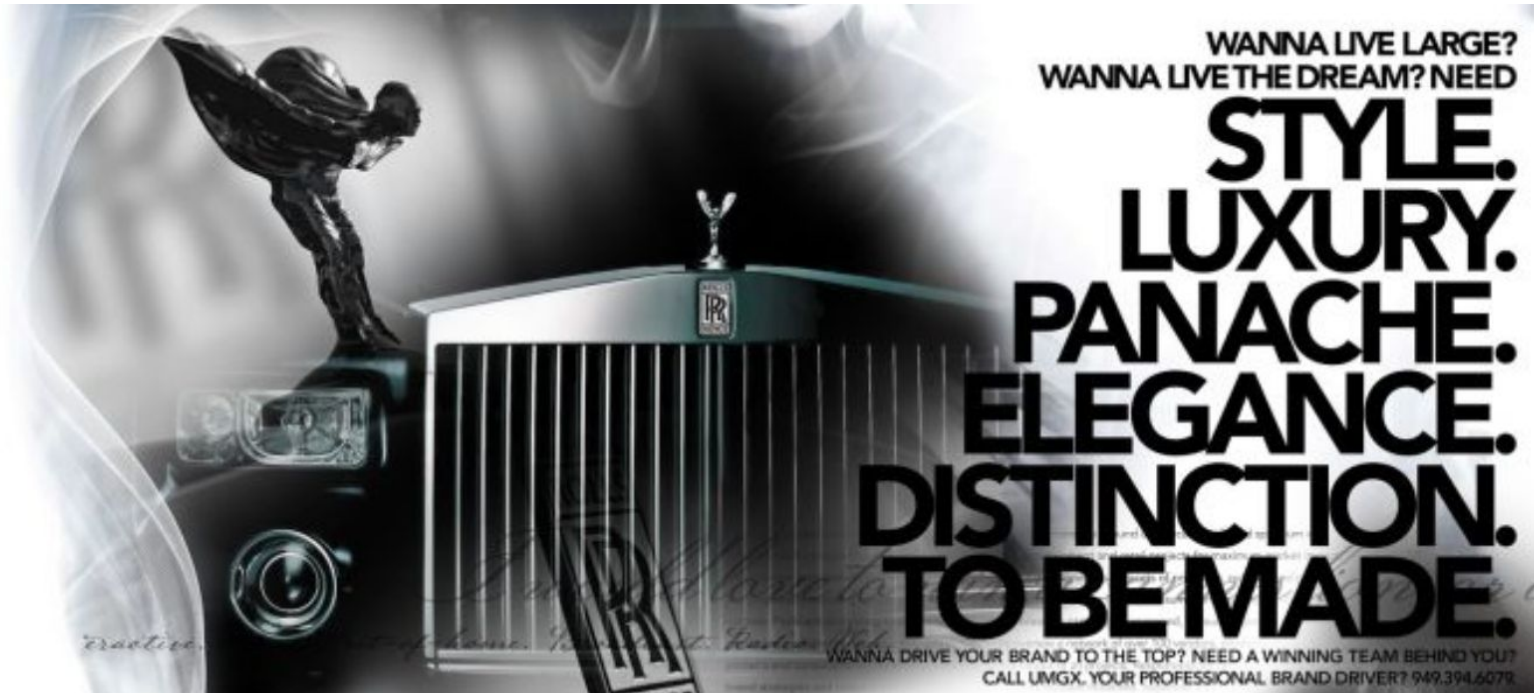
# Plain folks pitch

Average people buy/believe this, so you should, too!



# Snob appeal

Appeals to people's need to feel better than others, part of an exclusive club.

A black and white advertisement for the Rolls-Royce Panache. The image shows the front of the car, featuring the iconic Spirit of Ecstasy hood ornament and the vertical grille. The car is partially obscured by a white, flowing fabric on the left side. The background is dark with some light flares.

WANNA LIVE LARGE?  
WANNA LIVE THE DREAM? NEED  
**STYLE.  
LUXURY.  
PANACHE.  
ELEGANCE.  
DISTINCTION.  
TO BE MADE.**

*Practice. Professionalism. Persistence. Passion.*

WANNA DRIVE YOUR BRAND TO THE TOP? NEED A WINNING TEAM BEHIND YOU?  
CALL UMGX. YOUR PROFESSIONAL BRAND DRIVER? 949.394.6079

# Bandwagon effect

Everyone else already does/buys/thinks this. Why don't you join them?



AMERICA'S FAVORITE MASCARA!

100% OF GREAT LOOKS.  
1 GREAT LITTLE TUBE.

NO WONDER ONE IS SOLD EVERY 1.7 SECONDS!

GO TO [FACEBOOK.COM/MAYBELLINE](https://www.facebook.com/maybelline) NOW TO GET EXCLUSIVE OFFERS & INFO LEADING UP TO GREAT LASH'S 40TH BIRTHDAY IN 2011!

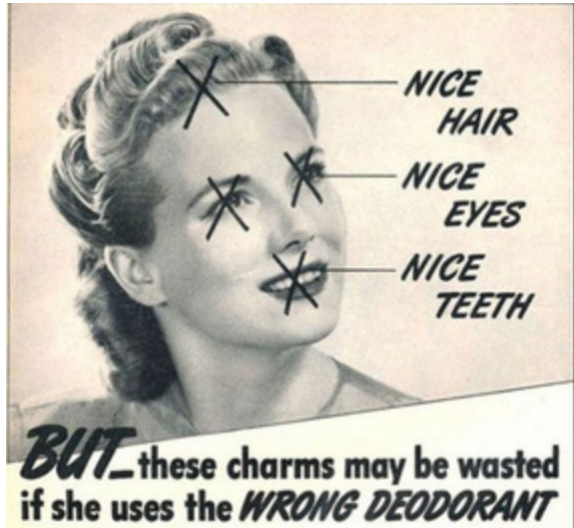
**MAYBELLINE**  
NEW YORK

MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE.

© 2011 The Maybelline Group, Inc. All rights reserved.

# Hidden fear

Conveys a message that NOT buying or thinking this way will harm you or your family





# Glittering generalities

Vague words or phrases that attract the audience but have no real meaning or evidence upon further inspection.



# Money & Media

Advertisements on TV cost money, but the media tend to cover controversial ads, buying political candidates extra air time as the media discuss their ads.

# Government regulates some advertising

- False or deceptive ads that make specific claims likely to mislead and influence consumer decisions are not legal
- Advertising over airwaves regulated more (public broadcast stations, ABC, NBC, CBS, public radio) because airwaves are public and easier access than printed publications you must buy

# Political advertising on TV creates ethical questions

- What kind of ads are appropriate for most age groups?
- Are personal attacks OK?

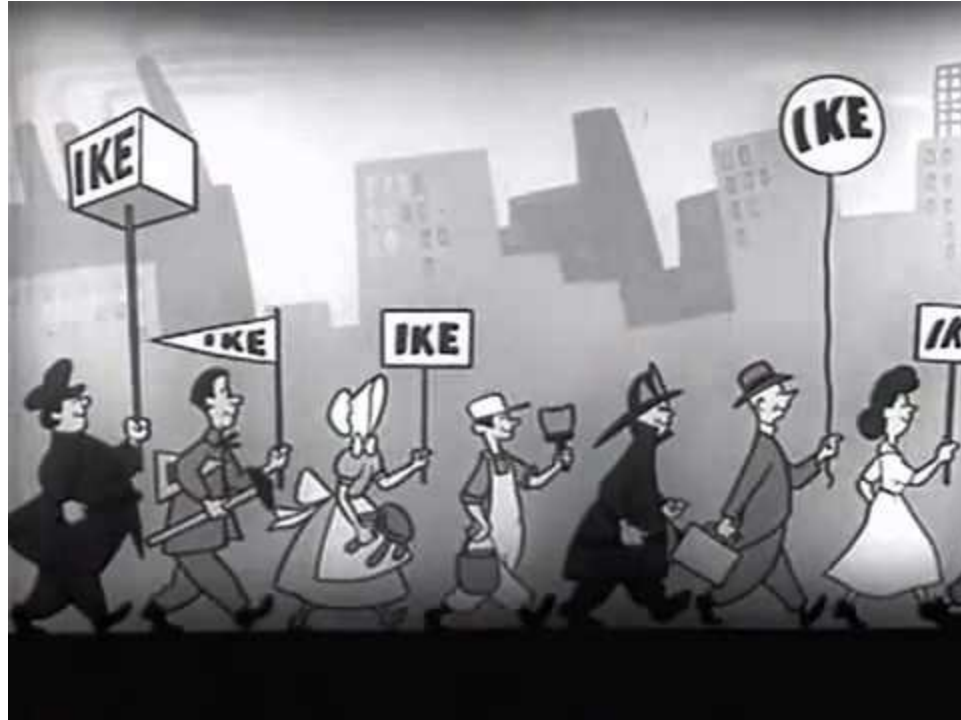
# Extra considerations for video ads:

- Mood and tone
- Colors
- Lighting
- Voice-overs and music
- Angle of shots
- Location
- Visual story (text over the video, sequence of video, shots, etc.)
- Who is telling the story? (experts, plain folks, celebrity, etc.)
- What techniques are used (fear, etc.)

Consider this historic ad, which raised many ethical questions



Contrast with this 1952 ad



Another scare tactic ad





A more recent scare tactic ad



Contrast with this celebrity endorsement ad



## More recent ads



## More recent ads



Which ads resonated with you most?  
Why?

The First Amendment protects the  
speech in these ads.

The messages are legal, but are they  
ethical?

## In groups of 3-4, discuss and decide:

- Should political ads be allowed to use fear and glittering generalities to try to persuade?
- Whose job is it to convey the truth of these ads?
- How can citizens use their voice to respond to these advertisements?

YOUR TURN



In your groups, imagine you are the political message team for your teacher, who is running for office.

You must create a storyboard for an ad to persuade others to vote for your teacher.

# Groups **MUST** use at least three of these techniques:

Famous-person testimonial

Plain-folks pitch

Snob-appeal approach

Bandwagon effect

Hidden-fear appeal

Glittering generalities

Use the storyboard template to outline your ad, and be sure to identify which techniques you use throughout.

# Present your storyboards!

Describe each scene, but do NOT give away the advertising techniques you used.

Audience: Try to identify which techniques you see in each ad.

Which ad is most compelling or persuasive? Why?