Types of advertising and advertising techniques

Lesson 4.5.1 | Consumer psychology

Core ideas

Advertising can appear in many forms, including television, print, online, social media, outdoor, influencer and point-of-sale adverts.

The advertising medium affects who sees the advert, how often it is seen and how much attention it may receive.

Persuasive techniques can include emotional appeals, celebrity endorsement, humour, fear appeals, scarcity, social proof and repetition.

Informational adverts emphasise product features or evidence, while transformational adverts link the product to feelings, identity or lifestyle.

Targeting aims adverts at a specific audience using demographics, interests, behaviour or context.

Advertising effects depend on audience involvement, credibility, culture, prior brand attitudes, exposure and ethical limits.

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Key terms

Advertising medium: The channel used to deliver an advert, such as TV, social media or posters.

Persuasive technique: A feature of an advert designed to influence attention, attitude or choice.

Emotional appeal: Using feelings such as happiness, fear, pride or belonging to persuade.

Celebrity endorsement: Using a famous person to support or represent a product.

Social proof: Suggesting that many other people like, buy or approve of the product.

Repetition: Showing or saying the same message repeatedly to aid memory.

Target audience: The group of consumers the advert is designed to reach.

Brand credibility: How believable and trustworthy the brand or advert seems.

Further detail and evidence

Yale model asks who says what, through which channel, to whom, with what effect. Source credibility/attractiveness, message content and order, medium, audience characteristics and attitude/behaviour outcomes can influence persuasion.

Media include print, television, internet and mobile-phone advertising. Compare reach, targeting, movement/sound, interactivity, distraction and control over viewing. A click or a remembered logo is not necessarily a purchase.

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Continued

Ciceri et al. (2020) compared static advertisements in a mock newspaper on paper, tablet and a laptop website, combining eye-tracking and EEG with later recognition. Tablet attention/recognition exceeded the website condition; paper and tablet were similar. Interpreted EEG frustration was higher for the website, not a direct measurement of a private feeling.

Lauterborn's four Cs: customer wants/needs, cost to the customer, convenience and communication. These shift attention to the consumer's experience, including time/effort costs and two-way communication, rather than treating advertising as a message sent in one direction.

Applying the ideas

For a credible health-related advert, consider the expert source, clear evidence in the message, an accessible channel and audience knowledge. Specify whether success means recall, attitude, enquiry or behaviour. An interactive mobile message may improve convenience while also increasing distraction.

Evaluation and connections

Physiological measurements add information beyond self-report, but require interpretation. Eye fixation measures overt visual attention; EEG patterns do not uniquely identify persuasion. Controlled exposure differs from freely skipping advertisements. Evaluate each medium for the relevant audience and intended outcome.