

Recognizing Appeals and Claims

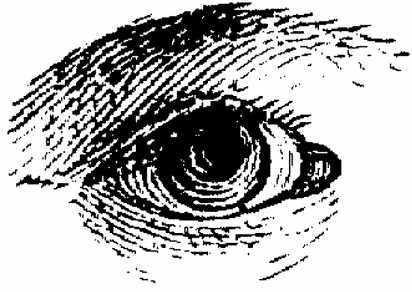
⌘ **Adapted from “Understanding Mass Media” by Jeffery Schrank**

⌘ **Ads from www.adflip.com and scriptorium.lib.duke.edu/ladaccess/**



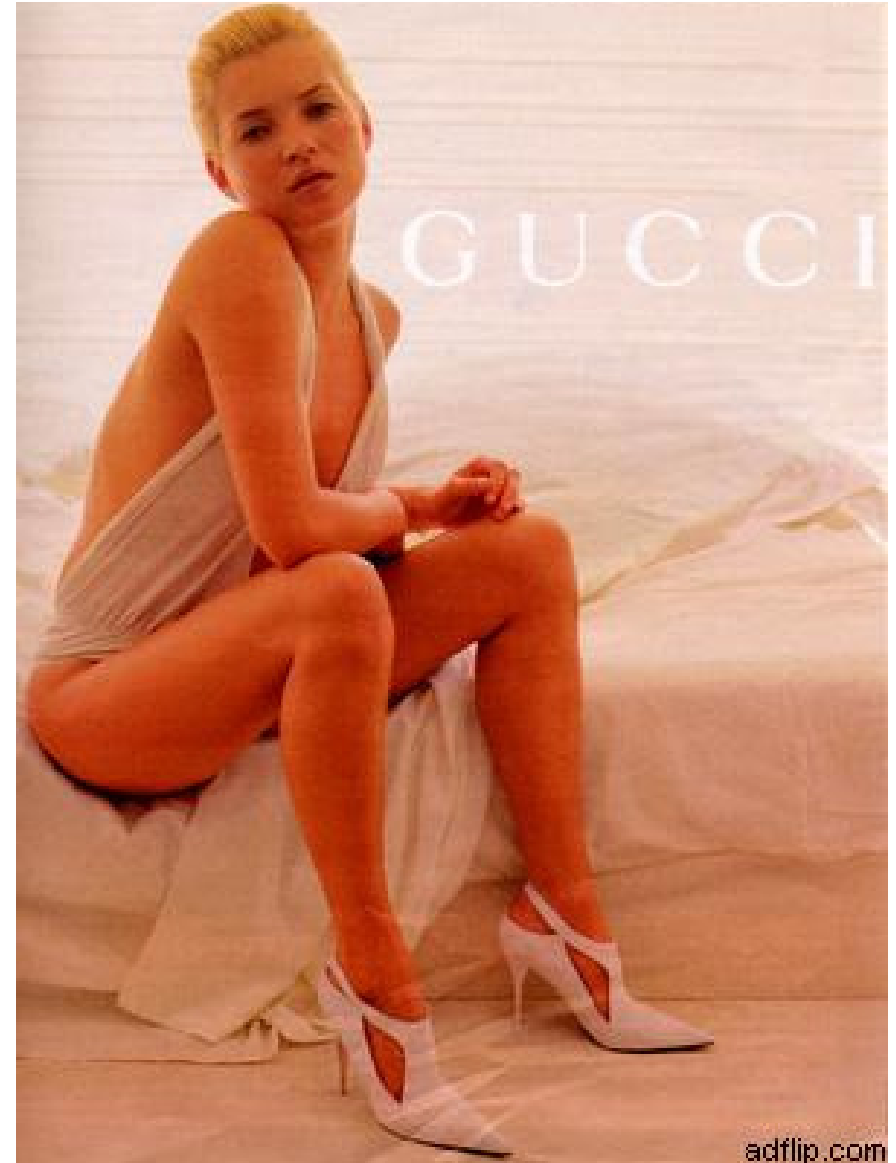
Advertisers use claims and appeals to convince us to purchase their products.

Let's take a closer look at each and view some samples ads.



Sex appeal

- ⌘ Sex is used to sell the product.
- ⌘ Here a model is used to sell shoes.





Snob appeal

- ⌘ The consumer will join the ranks of the elite by using the product
- ⌘ The ad reads, “Extraordinary food for extraordinary dogs.” A dog will join the ranks of the elite by eating this dog food.





Appeal to authority (Testimonial)

- ⌘ This selling device depends on a television star, an athlete, or other public personality to endorse an item.
- ⌘ Use of the product will make the consumer as wealthy, as famous, as talented, or as beautiful as the spokesperson.



Plain folks appeal

- ⌘ Reverse snob appeal applies here. In these ads the intent is to appeal to the average person.
- ⌘ This ad is geared toward women with average bodies. It wants these women to believe the company has created a product with just them in mind.



**SWIMSUITS FOR WOMEN
WHO HATE SHOPPING FOR SWIMSUITS.**

Cramped fitting rooms, klutzy sales help. Swimsuit shopping can really give you the willies. We understand. That's why we've developed a better-fitting swimsuit, and even a better way to shop, where the fitting room is your bedroom, and satisfaction is Guaranteed. Period!

Our Tagless Tank® is cut to fit real women, with sensible coverage in the rear and bust, and modest leg openings—not halfway up to your neck. We use an all-way stretch fabric that slims you, shapes you, yet stays in place without rugging or pulling. And

our Tagless Tank comes regular or long torso, for a close-to-custom fit.

Sounds good, you say, but how do I know which size is right? Our friendly phone people will guide you every step of the way. And we've even powered a "shapes guide" to help you find the styles that best flatter your figure.

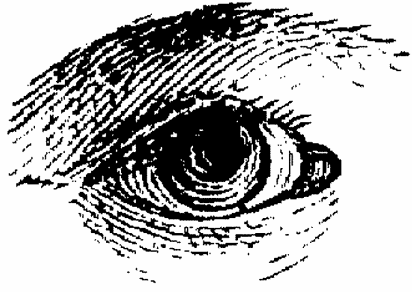
Call today for a colorful catalog, or click onto our Web site for a look at all 62 new styles of swimwear.

No hassles, no headaches. It's the way shopping should be.

CALL OR CLICK 24 HOURS A DAY



1-800-960-9429 **LANDS' END** LANDSEND.COM



Bandwagon appeal

⌘ This appeal works because most of us don't want to stand out by being different, and we want what others have.

⌘ The ad says that "Coke is the most asked-for soft drink in the world."





And now for the claims...





Scientific or statistical claim

- ⌘ This kind of ad refers to some sort of scientific proof or experiments, to very specific numbers, or to an impressive-sounding mystery ingredient.
- ⌘ “Certs contains a sparkling drop of Retsyn.” What exactly is “Retsyn”?





Compliment the consumer claim

- ⌘ This claim butters up the consumer with some sort of flattery.
- ⌘ The ad reads, “We specialize in the creation of individual cars, built to individual requirements, each as individual as it’s owner.” It’s trying to compliment the consumer for being an individual.

TORQUING CL

450hp, 610hp, V12
400hp, 579hp, V8

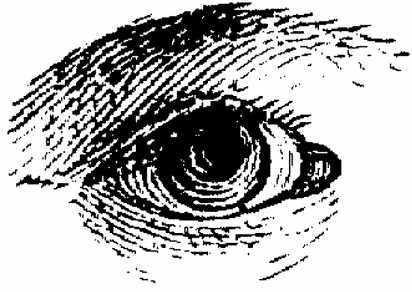
Aerodynamic Styling Packages
Multilink ABC Suspension Program
18" Single or Multi-Place Wheel
19" Single or Multi-Place Wheel
20" Single or Multi-Place Wheel
4 Port Sports Exhaust System
F1 6-Plate Brake System
Hand Finished Full Leather
2500 Colours Available
Dash and Gear Sets
Grainy Wood/Metallic
Back-Lit Chrome Entry Plates
Alloy Sports Steering Wheel
Grainy Leather/Wood/Metallic
On Board Computer Systems
Roof or Headrest Colour Match
Mobile Office Package
Faxes and Colour Printers
DVD, Video, TV & Radio

The ultimate in performance, styling and conversion for Mercedes-Benz. From a set of wheels to a 562bhp 7.3 litre V12 engine M Class, we specialise in the creation of individual cars, built to individual requirements, each as individual as it's owner.

For over 25 years Brabus has been providing bespoke performance vehicle solutions for our customers regardless of which Mercedes they drive. Enhance the performance of your Mercedes with a fully warranted and thoroughly engineered part or full vehicle conversion. Choose a set of 20" wheels, complement them with an aerodynamic styling package and at speeds of over 200mph (where road conditions and regulations allow) you might also consider our F1 braking system!

BRABUS

email: brabus@brabus.com T: 07071 244166 F: 07071 244167 www.brabus.co.uk



Compliment the consumer claim

⌘ In what way does this ad compliment the consumer?





Rhetorical question claim

⌘ This technique poses a question that is worded in such a way that the consumer's answer affirms the product's goodness or desirability.

⌘ The ad reads, "Are you in?" It suggests that being "in" the car is what we should want.

⌘ You'll actually look forward to buying gas.

⌘ Don't be fooled by its "steady state." From the cockpit the Eclipse feels more like a race car. And with the white-knuckle combination of a 200hp V6 engine and a 5-speed manual transmission, it's a real thrill. And since all this style and muscle does you no good sitting here on a page, bring on the road. For just \$20,947. And that's nicely equipped. Just ask Consumer Digest, they've named it a "Best Buy" for the past two years. Are you in?

⌘ "Sweet!" No shift or all the gear do it for you.

⌘ Mitsubishi Motors
wake up and drive

⌘ Great. We give it **liquid-filled** engine mounts and all people talk about is the gas cap.

⌘ adflip.com



Rhetorical question claim

⌘ What rhetorical question does this ad ask?

THE LATEST MOTOROLA NEWS NUMBER 10, 1958

are you missing out on TV fun?

"I missed that new show last night - was TV in the shop again? I guess my set was out of order!"

"You ought to have a set like mine - no trouble about no set in the shop plus it's a Motorola!"

"...and that show-board across is a nuisance to watch... doesn't hit my eyes at all... no glare from anywhere!"

NATIONWIDE SURVEYS PROVE...

Motorola TV most dependable

Motorola sets (shown above) Motorola TV surveys for dependability show Motorola TV sets have fewer service calls and longer life expectancy than other TV sets. Dependability is proved by the fact that Motorola TV sets are built to last. They are built to last by using the finest materials and the most advanced engineering. They are built to last by using the finest materials and the most advanced engineering. They are built to last by using the finest materials and the most advanced engineering.

NO GLARE FROM ANYWHERE

Motorola TV sets (shown above) have no glare from anywhere. They are built to last by using the finest materials and the most advanced engineering. They are built to last by using the finest materials and the most advanced engineering.

EVERY NEW MOTOROLA TV IS BUILT TO LAST

Motorola TV sets (shown above) are built to last. They are built to last by using the finest materials and the most advanced engineering. They are built to last by using the finest materials and the most advanced engineering.

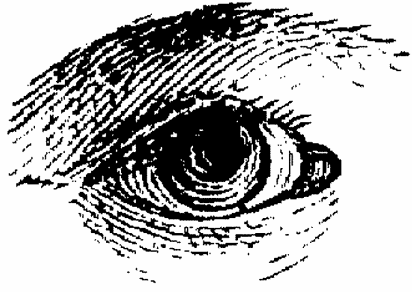
Motorola TV



Unfinished claim

- ⌘ The unfinished claim suggests that a product is “better” or has “more”, but it does not finish the comparison.
- ⌘ The ad says Plax removes more plaque than brushing alone, but it does not tell how much more.





Unfinished claim

⌘ What unfinished claim is made here?

Westinghouse
A step ahead

35" 33" 5'4"

May we fit you for a range?

Most owners feel a range should fit. We make sure ours fits. From work-height stoves and office environments, we found that the average cook usually (5'4") reaches a little but few working heights for maximum surface-cooking convenience.

The result you see above is a nearly green new range line in years—a marriage of the modern kitchen with the most comfortable surface-cooking platform ever developed—the new Westinghouse Terrence Top™ Terrence electric range. It's 33" tall—the right height for stirring, blending, flipping, basting, broiling, sautéing, and browning. The back surface units are two inches higher than the front ones but still lower than counter height. Perfect for foods that don't require constant attention.

Only our Terrence Top gives you this unique split-level cooking platform... a big, roomy oven door below... and a spacious second level up top (with Rotisserie!) conveniently placed at eye level.

Use up all our other ranges, too.

You can be sure if it's Westinghouse

adflip.com



Weasel word claim

- ⌘ Weasel words are used to make products seem special or unique.
- ⌘ Some of the most common weasel words are listed to the right.

Helps **Up to**

Many

Enriched

Can be

Fortified

Virtually



Weasel word claim

Virtually

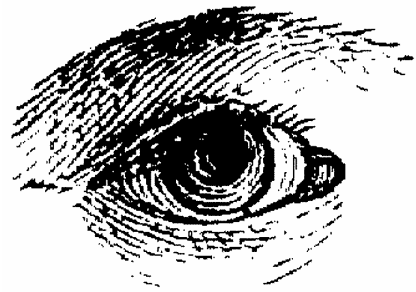
- ⌘ The ad says Cascade gets dishes “virtually spotless”. The advertiser hopes we remember the word spotless and forget the word virtually.





Is that all?

- ⌘ Advertisers do employ more than just the appeals and claims listed, and they frequently use more than one appeal or claim in each advertisement.
- ⌘ Use what you learned to figure out the different appeals and claims used in each of the following six ads. Some ads have more than one appeal or claim. Find at least one claim or appeal for each ad.



Ad number one

The Luxury Soap of the World



*To the Manufacturer
The Soap of the World
Manufactured by
Yardley & Co. Ltd.
London*

Yardley's Old English Lavender Soap

MORE THAN A CENTURY THE YARDLEY
name has been cherished by the ladies of every land
because Yardley's Old English Lavender Soap is made with
the finest and most delicate ingredients. It is not only
an excellent skin soap, but also a perfume of the most
refined and most desirable kind.

SCIENTIFICALLY PURE, IT PROMOTES AND BEAUTIFIES
THE COMPLEXION AND IS MOST SUCCESSFUL IN
THE TREATMENT OF THE SKIN DISEASES CAUSED BY
THE IMPURE SOAP OF THE ORDINARY MANUFACTURE.

Box of Four Soap Tablets, Sixpence, or Six Shillings.
The Soap is sold everywhere.
Yardley & Co. Ltd., 21, New Bond Street, London, W.1.
Wholesale and all good stores.



YARDLEY & CO. LONDON



Ad number two

Created by nature
Restored by 

Introducing Fit[®] Fruit & Vegetable Wash

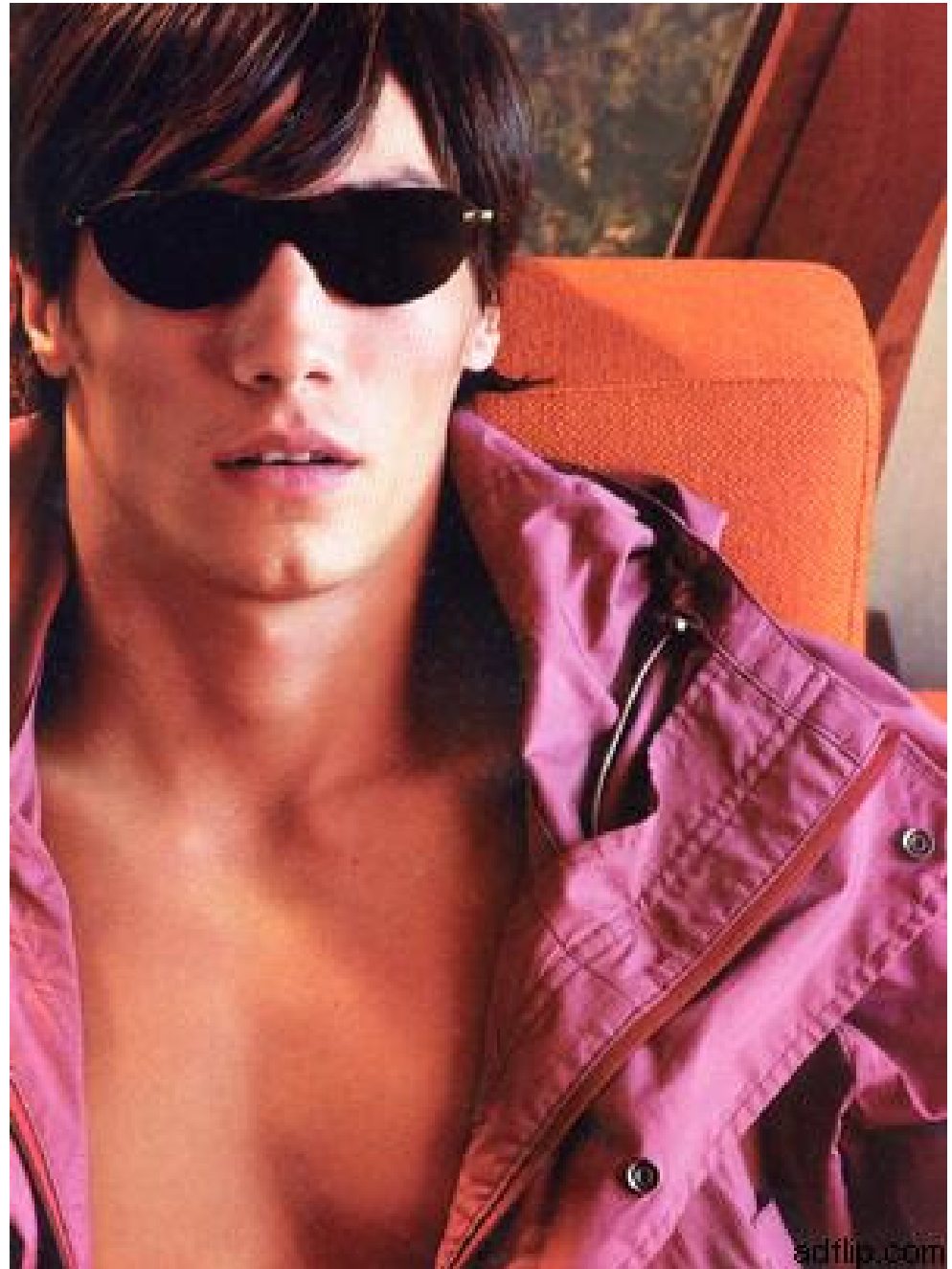
New Fit removes dirt and 98% more water-resistant pesticide residue and wax than water alone - using only ingredients from natural sources, like baking soda and citric acid. Simply soak for 2-3 minutes and rinse - for clean, delicious fruits and vegetables. Look for it in the produce aisle or by the dishwashing liquids.



Restoring the goodness to fresh foods



Ad number three






Ad number four



"G.E. makes you feel it's real!"

That's what G.E. means to you and what you see G.E. is real to life, big as life presents you'll agree! That's outstanding picture performance from every G.E. television cabinet exclusively to G.E. Black-Daylite Television. Advanced G.E. 10" screen! You'll see more of the TV screen, see more things than ever with clear-up actually life-size. Powerful G-E built-in antenna. Famous G-E Automatic Sound system over the picture, sound is right every time! Dependable G-E circuitry when throughout. Cabinet of real beauty. Model 1017, shown as 10" G-E picture in a compact, hand-carried, radiating cabinet. See your G-E TV dealer today.

© 1954 General Electric Company, New York, N.Y.

 **BLACK-DAYLITE
TELEVISION**

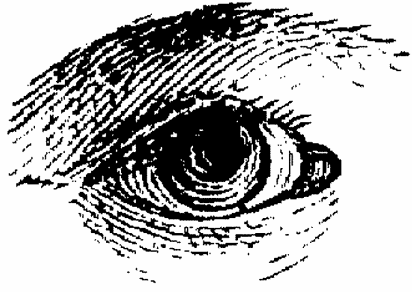
*Look, it's
LIFE-LIKE!
LIFE-SIZE!*



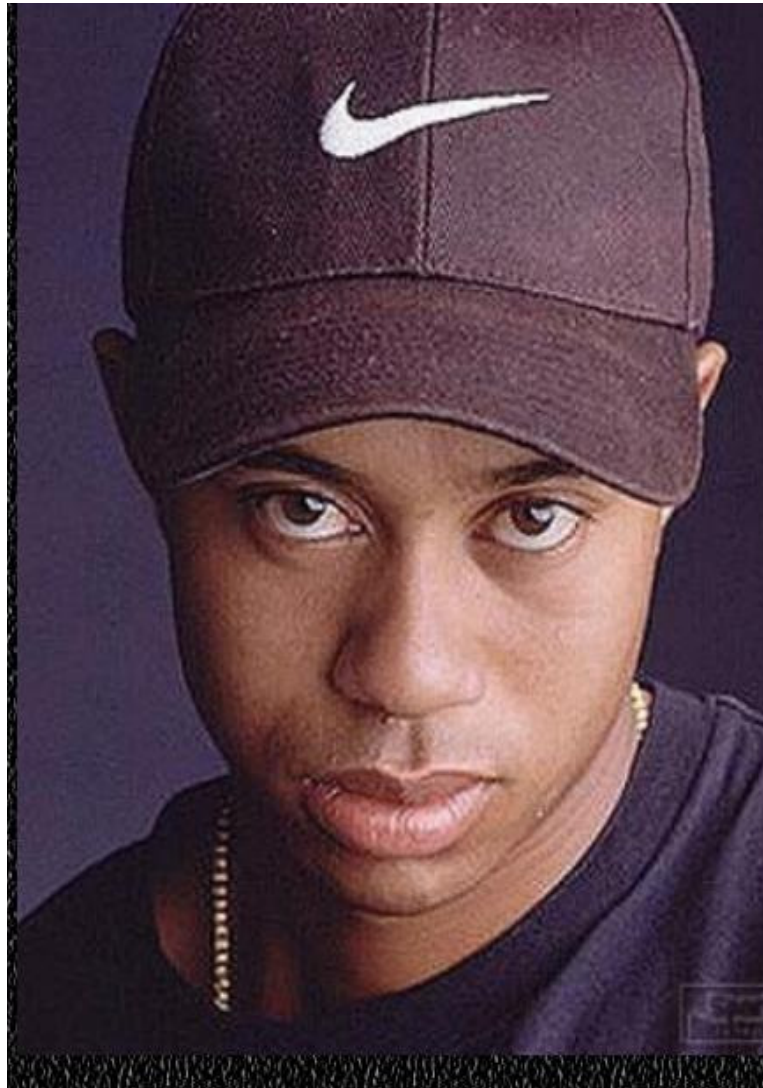
You can put your confidence in...

GENERAL  ELECTRIC

© 1954 GENERAL ELECTRIC COMPANY



Ad number five





Ad number six

YES! NO!

YES, I ALWAYS RINSE
— AND MY TIDE WASH IS ALWAYS SO SWEET AND CLEAN!

NO RINSING FOR ME!
LOOK HOW DAZZLING CLEAN TIDE GOT MY WASH WITHOUT RINSING!

WITH-OR WITHOUT RINSING —
Tide does a better washing job than any soap on earth!

Whichever way you wash — **Tide** gives you
WHITE, BRIGHT, DAZZLING CLEAN CLOTHES!

Yes, Tide lets you wash whichever way you prefer... and does a better washing job than any soap you can name! Tide, unlike soap, forms no sticky, clinging soap film. And Tide actually dissolves dirt out of the clothes... holds dirt suspended in the water! Working out the clothes - dirt goes, too! And you hang up the kind of bright, clean wash that makes neighbors look twice! Try it and see! Get Procter & Gamble's Tide today - there's nothing like it!

"Tide gets clothes so white and clean - it's like a present every washday!"
— Mrs. Edna Washel, Boston, N. Y.
"Every washday I feel like saying a big thank you... cause the way Tide gets clothes so white and clean is just like getting a present! Then I have to say another thank you on laundry day, for Tide-washed clothes dry so sweet-smelling... so soft and fluffy... just what the doctor!"

Never before **Tide** could you wash your heaviest, dirtiest clothes **SO CLEAN!**

- Leaves no soap film on!
- Minimizes stain setting - with or without rinsing!
- Dazzling white clothes - with no streaks or yellowing!
- Spend-dollars extra come bright and fresh!
- Clothes stay soft - look beautiful!
- And Tide is safe for all - white dyes - colors - washable fabrics - even on the most delicate!

Tide
DAZZLING CLEAN WASH
WITH OR WITHOUT RINSING!

adflip.com