

ADVERTISEMENT BACK ENGINEERING

Advertising is the public face of the marketing process. Look carefully at any advertisement promoting a product/service, and you will be able to decipher much of the thinking that went into its marketing.

Traditionally, advertisers have employed five basic techniques in order to sell their ideas, products or services:

1. **INDIVIDUALITY** –The advertiser plays upon the customer who wants to be treated as an individual or who fancies himself or herself creative
2. **EMOTIONAL** – Advertisement must create an emotional appeal for the product or service. Such appeals are directed to a customer's pride, ego, vanity, attraction to the opposite sex, and desire for status.
3. **PSYCHOLOGY** – A case is made for the superiority of a product on the basis of the claim that everyone uses a certain brand. The basic human drive to belong is the cornerstone of this technique.
4. **TESTIMONIAL** – Endorsements of a product by a celebrity tend to cause customers to identify themselves with famous people who are shown using the product and hence the customers are likely to buy the same product for their own use.
5. **LOGICAL** – Logical reasons must be given for preferences of the advertised product over similar products. Emphasis is placed upon special ingredients, performance, and unique qualities which all blend to establish the picture of the best product available to the customers.

Assignment: Collect three different print ads from three different magazines. Find an example of each advertising technique. Fill out a back engineering breakdown sheet on each of the ads.

Rubric: This assignment will be graded on the basis of three criteria:

- Following of directions – read directions carefully
- Completeness – find three ads from three different publications; get an example of each advertising technique
- Thoughtfulness – really think about the ads and give thoughtful and detailed answers on the back engineering breakdown sheet