

Advertising

Introduction

Advertising is the spearhead of marketing. Its role is to sell a product, a service or an idea. How? By promoting it, praising its qualities and especially by persuading the consumer that they will gain benefits if they buy it. Persuasion is the basis of advertising.

Persuasion is an art, described 2,500 years ago by Aristotle. The three primary rhetorical techniques employed to persuade are ethos, logos and pathos. The first one appeals to credibility or trust; the second one to logic and the third one to emotions.

Advertising always appeals to our basic needs and uses fear, humour, sex, rational or bandwagon propaganda.

Model sentences

- Among the several advertising techniques, *repetition* aims at building *identity awareness* and *customer memory*.
- Advertisers often refer to *claims* that use *weasel words*, that is to say empty words such as “help” or “fight” to make an assertion about the qualities of a product.
- Associating a product with a celebrity renders the product desirable. This is also called *star endorsement*.
- Consumers are more apt to remember an ad that is linked with a celebrity endorsement.
- Resorting to promotions is a widely used technique. Coupons, sweepstakes and games create excitement through the attraction of getting something free.
- The *bandwagon* technique consists in convincing the customer that other people are using the product and that they should join the crowd.
- Persuasion using *trust* (ethos): advertisers resort to the “trusted authority” character, e.g. a doctor in a white coat recommending a given product.
- Persuasion using *logic* (logos): they use hard data, that is to say research results, facts and figures as evidence of believability.
- Persuasion using *pathos*: an appeal to emotion is the most practiced tactic. Ads that arouse emotions of exhilaration, hope, fun and excitement are the most effective.

- The goal of advertising is to attract the right buyers, based on demographics such as age, sex and income.
- Advertisers use fear to promote an immediate change in behaviour such as eating healthier or giving up smoking.
- An appeal to the fear of isolation is often used in ads for deodorants or toothpaste.
- A car advertisement highlights gas efficiency, mileage, and prices to reach consumers who want a cost-efficient, reliable vehicle.
- Fragrance products often resort to sex appeal.
- We all have this need to belong, which is why bandwagon appeal is very efficient. Indeed, it makes us believe that we are missing out something by not buying a product that everyone has.
- I've seen it advertised on T.V.
- Advertising in movies is called *product placement*. The product is used by the different characters and thus indirectly advertised.
- The Nike swoosh is recognized worldwide. This is what we call brand recognition.
- The goal of all brands is to create *customer loyalty*.

Vocabulary

Nouns

la publicité (en général)	<i>advertising</i>
une publicité	<i>an advertisement, an advert, an ad</i>
une publicité télé/radio	<i>a commercial</i>
une campagne de publicité	<i>an advertising campaign</i>
une agence de publicité	<i>an advertising agency</i>
espace publicitaire	<i>advertising space</i>
la publicité dans les jeux vidéo	<i>advergaming</i>
une affiche	<i>a poster</i>
un panneau publicitaire	<i>a billboard, hoarding</i>
une enseigne au néon	<i>a neon sign</i>

un prospectus, un dépliant	<i>a leaflet, a flyer</i>
un prospectus	<i>a brochure</i>
un annonceur, un publicitaire	<i>an advertiser</i>
les petites annonces	<i>classified ads</i>
un argument publicitaire	<i>a claim</i>
un truc	<i>a trick</i>
une marque	<i>a brand</i>
l'extension de la marque	<i>brand extension</i>
une image de marque	<i>a brand image</i>
la fidélité à la marque	<i>brand loyalty</i>
les produits de marque	<i>branded goods</i>
des marques de luxe	<i>luxury brands</i>
un produit à la marque de l'enseigne	<i>a store brand product</i>
une copie	<i>a copycat</i>
le matraquage publicitaire	<i>hype/ advertising blitz</i>
la publicité tapageuse	<i>obstrusive advertising</i>
la notoriété de la marque	<i>brand recognition, brand awareness</i>
une page de publicité	<i>a commercial break</i>
un parrainage	<i>sponsorship</i>
un partenariat	<i>a partnership</i>
les heures de grande écoute	<i>prime time</i>
un tissu de mensonges	<i>a pack of lies</i>
un mensonge	<i>a lie</i>
un échantillon représentatif	<i>a cross-section</i>
une tranche d'âge	<i>an age group</i>

un produit dérivé	<i>a by-product</i>
une incitation à l'achat	<i>a buying incentive</i>
un créneau	<i>a market opportunity</i>
le client	<i>the customer</i>
le consommateur	<i>the consumer</i>
la société de consommation	<i>the consumer society</i>
un achat	<i>a purchase</i>
un tirage au sort	<i>a sweepstake</i>
un organisme de surveillance de la publicité	<i>an advertising watchdog</i>
une campagne de sensibilisation	<i>an awareness campaign</i>
une mode, un engouement	<i>a fad</i>
une analyse de publicité	<i>an advert analysis</i>
le logo	<i>the logo</i>
le slogan	<i>the slogan</i>
la phrase d'accroche	<i>the catchphrase</i>
le nom de la marque	<i>the brandname</i>
la photo/l'image	<i>the picture</i>
le texte, la légende	<i>the text, the caption</i>
la cible	<i>the target</i>

Verbs

faire la pub de	<i>to advertise</i>
sponsoriser	<i>to sponsor</i>
attirer l'attention de	<i>to draw the attention of</i>
attirer	<i>to attract</i>
manipuler	<i>to manipulate</i>

attirer par la ruse	<i>to lure</i>
allécher	<i>to entice</i>
influencer	<i>to influence</i>
persuader	<i>to persuade</i>
tenter	<i>to tempt</i>
faire du battage	<i>to hype</i>
s'identifier à	<i>to identify with</i>
mentir au sujet de	<i>to lie about</i>
sensibiliser à	<i>to sensitize to</i>
avoir envie de+ vb	<i>to feel like + v-ing</i>
incarner	<i>to embody</i>
acheter	<i>to purchase, to buy</i>
consommer	<i>to consume</i>
réussir à, parvenir à	<i>to achieve</i>
concurrencer	<i>to compete with</i>
distribuer	<i>to hand out</i>
lancer	<i>to launch</i>
générer, engendrer	<i>to foster</i>
grimper en flèche	<i>to skyrocket</i>
réglementer	<i>to regulate</i>

Adjectives

persuasif	<i>persuasive</i>
fiable	<i>reliable</i>
reconnaissable	<i>recognizable</i>
emblématique	<i>iconic</i>

rival, concurrent	<i>rival</i>
astucieux	<i>clever</i>
crédule	<i>gullible</i>
inquiétant	<i>worrying</i>
séduisant	<i>appealing, catchy</i>
accrocheur	<i>teasing</i>
visible	<i>conspicuous</i>
qui attire l'œil	<i>eye-catching</i>
tape-à-l'œil	<i>flashy</i>
efficace	<i>efficient, effective</i>
remarquable	<i>outstanding</i>
trompeur	<i>deceitful</i>
mensonger	<i>deceptive</i>
provocant	<i>provocative</i>
choquant	<i>offensive</i>
à la mode	<i>fashionable, trendy</i>
à la mode, branché	<i>hip</i>
démodé	<i>out-of-fashion, old-fashioned</i>
susceptible de	<i>liable to</i>
haut de gamme	<i>upscale</i>
luxueux	<i>luxurious</i>

Phonetics

advertisement - /əd'vɜ:(r)tɪsmənt/

advertising - /'ædvə(r)taɪzɪŋ/

brochure - /'brəʊʃə(r)/

conspicuous - /kən'spɪkjʊəs/

deceitful - /dɪ'si:tf(ə)l/

efficient - /ɪ'fɪ(ə)nt/

iconic - /aɪ'kɒnɪk/

lure - /ljʊə(r)/

luxurious - /lʌg'zjʊəriəs/

luxury - /'lʌkjəri/

neon - /'ni:ɒn/

persuasive - /pə(r)'swetsɪv/

provocative - /prə'vɒkətɪv/

purchase - /'pɜ:(r)tʃəs/

reliable - /rɪ'laɪəb(ə)l/

To take a step further

- **Naomi KLEIN:** Her book *No Logo* deconstructs the power of brands and has been acclaimed as an anti-brand Gospel which aims at showing the dark side of capitalism.
- **Madeleine BUNTING:** In an article published in the *Guardian* in 2001, she argues that brands are promoted as a set of values, a philosophy, even an ideology. They have become the new gods of our consumer society.
- **Oliviero TOSCANI:** Famous for his controversial Benetton ads, he revolutionised the advertising world when he said “I am not here to sell pullovers, but to promote an image”.
- **BENETTON:** Their controversial advertisements raise the question of the role of advertisers: should they limit themselves to promoting a product or should they address current issues?

Facts

- Egyptians used papyrus for their sales messages.
- Londoner Thomas J. Barratt is recognised as the father of modern advertising when he created, in the 19th century, an efficient advertising campaign for Pears Soap.
- In the sentence “X toothpaste helps combat oral bacteria,” “helps combat” are weasel words: the advertiser does not claim that the toothpaste “wins.”

- Weasel words are advertisers' favorite hooks because they protect them from legal redress or attack.
- Spoof ads are parody ads.
- By investing the art market, luxury brands practice “artketing.”
- Successful corporations produce brands, as opposed to products.
- Internet advertising has seen a tremendous boost over the last decades.