

ADVERTISING

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On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

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ADVERTISING 1

Advertising draws the attention of potential consumers to a product.
Persuades potential customers to buy the product.
Informs potential customers of the products functions and features.
Creates a demand for a product.
Good advertising may create a brand identity.
Advertising seeks to create an image surrounding a product.
Promotes a new product and increase sales of existing products.

METHODS OF ADVERTISING 2

TV - commercials between programmes.
Product placement in TV programmes.
Audio advertisements on the radio.
Printed advertisements in a newspaper or magazine.
Internet, such as GoogleAds.
Sports sponsorship, such as Formula One Racing.
Direct Marketing - letters / leaflets to the home.
Telephone marketing.
Logos and symbols on clothing.



ADVERTISING 3 MINI COOPER

*The Mini Cooper seen in many films, including the 1960s film called 'The Italian Job'. This is an example of product placement. Film was extremely successful and still popular today, continuing to advertise the Mini Cooper.
Mini Cooper also advertised through TV commercials, improving sales - making general public aware of new models.*

1. Manufacturers and designers market their products through different forms of advertising. Name three different methods of advertising. 3 marks

2. Select one of the techniques / methods you named above. Explain how your selected advertising technique, persuades potential customers to buy a product. Include examples of products or a single product. 4 marks