

ADVERTISING

Separating the truth from
the “mostly” truth



LOGO AND SLOGAN CHALLENGE



ADVERTISING AWARENESS

- Information received from advertisements can be:
 - Informational
 - Persuasive
 - Sometimes Misleading

[Food Advertising Tricks](#)
- LEARN about the products you buy **BEFORE** you buy them
 - Read reviews
 - Talk with others
 - Be sure it is worth the money



What you see
may not be
what you get...

MCDONALDS BIG MAC

ADVERTISEMENTS

ACTUAL BIG MAC

- ROTATED TO MOST ATTRACTIVE ANGLE



BURGER KING WHOPPER

ADVERTISEMENTS

ACTUAL WHOPPER

- ROTATED TO MOST ATTRACTIVE ANGLE
- WITH CHEESE
- SLIGHTLY FLUFFED UP, FOR PICTURE

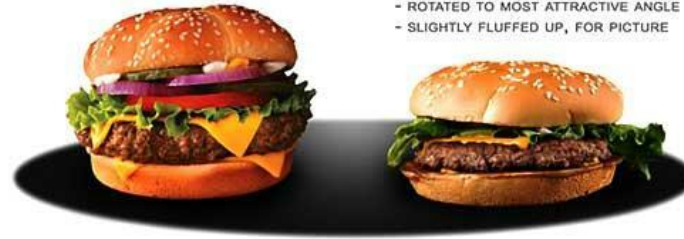


MCDONALDS ANGUS DELUXE TP

ADVERTISEMENTS

ACTUAL BURGER

- ROTATED TO MOST ATTRACTIVE ANGLE
- SLIGHTLY FLUFFED UP, FOR PICTURE



TACO BELL CRUNCHY TACO



Advertisements

Actual Taco



APPLIANCE INFOMERCIALS

Watch the following infomercial:

NuWave Oven

Keep in mind the following:

- Was it informational?
- Was it persuasive?
- What advertising techniques do you think were most effective?
- Was everything on the infomercial directly connected to the appliance?
- Would you want this product?



YOUR TURN...

As a group, you will be choosing a

SMALL KITCHEN
APPLIANCE

to create and demonstrate through an infomercial

INFORMATIONAL

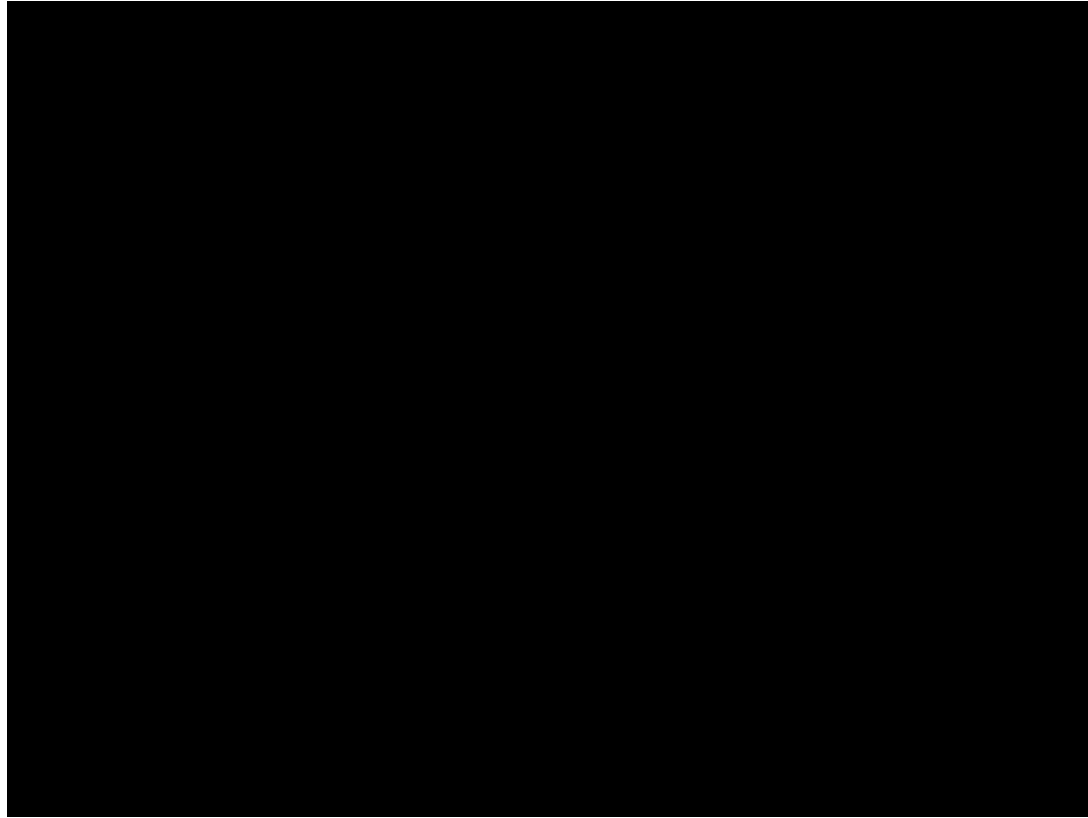
PERSUASIVE

FUN TO WATCH



EXAMPLE

- Magic Bullet



Mrs. Moehr's YouTube Family Foods Appliance Infomercials Channel

