

Graphic Advertising

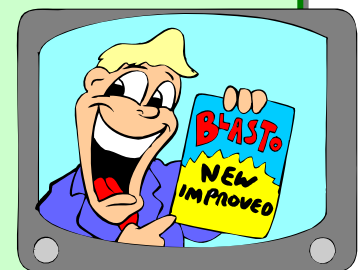
A lot of advertising is done visually—through television, the Internet, billboards and paper advertisements. Advertising can have a huge impact on people. It is designed to influence our ideas about the kind of lifestyle we should have, the products we should buy or the services we should use.

Television Advertising

Because millions of viewers tune in every day, television is one of the most effective ways to advertise products and services.

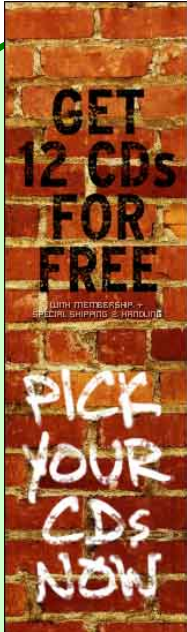
Advertising agencies (companies) do a lot of research to find out the best way to reach the **target audience** for specific products and services and when (during which television programs) those people will be watching. It is no accident that commercials for products that interest you are aired during the shows you watch!

Television advertisements draw people in by offering them products and services that seem to offer a better lifestyle. Some of these lifestyles may be realistic, but many show a much more amazing or “perfect” life than most people live. At the very least, these commercials show a life that cannot be had just by buying the product or service offered.



Target Audience

The target audience is the group of people that a company believes is most likely to want the product or service they are offering (e.g., toys for children, baby products for new parents, junk food for teenagers). A target audience is based on a stereotype—what the group of people is generally thought to want or be interested in.



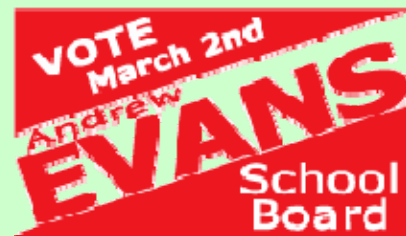
Online Advertising

Advertising on the Internet is much less controlled than it is on television. Advertisements such as banners and other pop-ups can appear at any time. Many sites sell advertising space for a variety of products and services that may or may not have anything to do with the topic or subject matter of the site. Web surfers may see up to one hundred advertisements in a single hour.



Billboards

Billboard signs are often found in "high traffic locations" such as along busy roads, at intersections and in sporting arenas. These advertisements typically use carefully chosen (and sometimes edited) images along with carefully worded slogans, descriptions and promises. Their messages must be delivered in a short amount of time because people usually don't get to see them for long (instead, the same people may see them over and over again).



Paper Advertisements

Paper advertisements include “glossies” (magazine advertisements and brochures), pamphlets, flyers, catalogues, and newspaper advertisements, spreads and inserts. All of these advertisements have two functions—to catch your eye so you start reading and then to include as much carefully-worded advertising as possible in a small space.

