

ANALYSIS OF BRITISH ADVERTISING ON TV

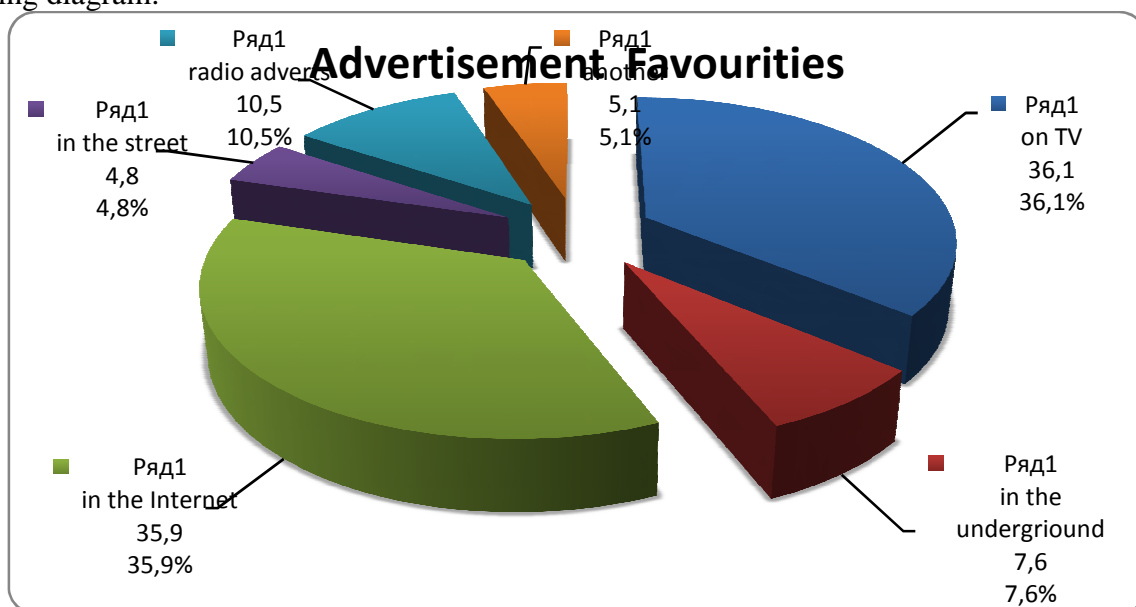
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Advertisement is a message designed to promote or sell a product, a service, or an idea. Advertising reaches people through various types of mass communication. In everyday life, people contact with many different kinds of advertising. Printed ads are found in newspapers and magazines. Poster ads are placed in buses, subways, and trains. Neon signs are scattered along downtown streets. Billboards decorate the landscape along our highways.

In 2010 the British advertising company the Pearl and Dean carried out a survey among Londoners to learn, what advertisement they like. The results are shown in the following diagram:



Now, let us analyze the British advertising on TV.

Television advertising is the most powerful form of advertising because people spend much time watching TV.

Some methods are the base of modern advertising and they are repeated many times.

Let us have a look at them:

1. A superstar opinion

A superstar, a model or an idol of young people advertises some goods. Customers always associate them with a stereotype. This stereotype is «if a superstar uses this thing, I shouldn't doubt that it's worth buying».

2. To thunderstruck by news.

The objective of such advertising is to surprise customers very impressively, to make them remember it for a long time.

for example: dentifrice Colgate: “do you know that 80% of bacteria are not on teeth?”

3. Women advertisement.

Each woman wants to be beautiful and she will do everything to be excellent. The advertisers do not forget about it. One of the basic images of woman advertising is the young, cheerful girl, who is not burdened with family and job.

Her main task is to care about herself, to attract the new admirers, parties, go shopping, and chat with the girlfriends.

The women's desire to be beautiful to attract men's attention, to cause envy is used by the advertisers. More often, they use this image to advertise cosmetics and perfumery, drinks, rest and entertainments.

4. Men Advertisement

To make a good impression on women any man should be well groomed, elegant and successful. Therefore, the main task of the advertisers is to solve this problem. They literally prove that some goods provide men with women's attention, using a woman image in preview trailer

A sexual woman image is the most important and often used in advertising. Obviously, the success of advertisement is its tempting character.

The advertising promises not only pleasure while buying the product but also form a desire. And the first step on this way is the creation of a desirable object.

In man's advertisement this object is the woman or woman body which induces the buyer to buy some goods.

5. Children advertisement

Children today watch far more television than children did in the early days of TV. The influence of advertising has permeated much of what our children do and see.

The trailers with humour, with interesting music are perceived well. The kids like the cartoons heroes very much. The teenagers like to experiment, try new cool tastes.

Children of younger age are guided by senior teenagers image. They long for becoming adults, achieving a recognition and respect from their friends and parents. Therefore, kids try to be like the guys (2-3 years senior) from advertising trailers wearing clothes, eating the same food or means of personal hygiene, because it is "cool".

In my opinion, TV advertisement is the most expensive and at the same times the most effective kind of advertising.

If an advertising trailer and its location is chosen correctly, it will bring a significant profit from the investments, otherwise the investments will not cover the expenses.