



LET'S TALK ADVERTISING

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IT BEGAN IN THE MID-SIXTIES...





CHILDREN'S TELEVISION WORKSHOP AND SESAME STREET

- IDENTIFIED THREE BASIC LEARNING STYLES:
- **SPACE – REPETITION**
- **RHYTHM AND RHYME**
- **AURAL AND VISUAL LEARNING**



Space - Repetition


In this learning style we try or study something, walk away from it to create space, and then we repeat the activity. Each time you returned you found the activity a little easier... that's space repetition.

Rhythm and Rhyme

Millions of people can sing the ABCs, but can't recite them, melody is also part of this style....

Visual and Aural

Visual learners do not respond as well to verbal messages.
Aural learners do not respond as well to written messages.





Think about what learning styles you use when you're learning a new song for chorus...






Remember the goal of advertising is
to **inform, persuade** and **remind**.



Advertising uses Reach and Frequency

Reach = the number of people that will see or hear your message one time...

Frequency = the number of times you need to repeat your message to ensure that one person hears your message three times.





3

When a person hears a message three times... they make one of three decisions.



4

If you have a strong call to action, within the next four times a person hears or sees your message they will act on the decision.



7

The ideal number of times
to reach a person with your
message is 7...



DECISIONS, DECISIONS, DECISIONS

- **Yes**

- **No**

- **Maybe**





- ADVERTISE FOR:

- **YES, AND MAYBES**

- BECAUSE YOU CAN'T DO ANYTHING WITH A NO.





REVIEW

Advertising Goal: Inform, Persuade, and Remind –
it's is an educational process...

Basic Learning Styles

Reach and Frequency



MEDIA MATCHING





Radio has limited reach, but it's usually less expensive so you can buy frequency.



Television has tremendous reach but is usually more expensive, so it costs more to buy frequency.



Print varies by type of target demographic; however, newsprint continues to increase prices as circulation declines.



Internet has tremendous reach and frequency and is usually inexpensive. Carefully place ads to target demographics.



As you develop your message remember:

Must be Clear

Must be Concise

Must be Consistent

Must be Compelling

Must be True


Must include a Call to Action

Must be well thought out



The Fable of the Three Merchants.....



The background is a dark gray gradient with a bright white spot in the center. Several realistic water droplets of various sizes are scattered in the corners, with highlights and shadows that give them a three-dimensional appearance.

The End

Music: [Bensound.com/free-music-for-videos](https://www.bensound.com/free-music-for-videos)