

Using Humour in Advertising Effectively

Filesize: 8.69 MB

Reviews

These sorts of ebook is the best publication accessible. It is amongst the most amazing ebook i actually have read. It is extremely difficult to leave it before concluding, once you begin to read the book. (Jace Gusikowski IV)

USING HUMOUR IN ADVERTISING EFFECTIVELY



DOWNLOAD PDF

GRIN Verlag GmbH. Paperback. Condition: New. 16 pages. Dimensions: 10.0in. x 7.0in. x 0.0in.Seminar paper from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1. 1, Central Queensland University, course: Advertising Design Communication, language: English, comment: Grade has been converted from Australian (2930) to German (1. 1) , abstract: Advertising is all about getting attention. One of the best ways of getting attention through advertising is adding humour. When employed correctly, the power of humour is undeniable. Professional Advertising (NA) believes that the best ways to get attention with advertising are with strong visuals, sex, powerful headlines, and humour. From all the types of advertising appeals, such as Emotional, Rational, Sex, Scarcity and Humour, humour can be an excellent tool to catch the viewers attention and help in achieving instant recall which can work well for the sale of the product. Humour can be used effectively when it is related to some benefit that the customer can derive without which the joke might overpower the message (Ashwini, 2009). Humour is most effective when it is used to reinforce an existing message, rather than simply adding to it. Catanescu and Tom (2001) maintain that as previous research has revealed. . . their study shows that humour is used more frequently in television commercials than print advertisements and so it is with this acumen that generates the focus on television commercials. What humour achieves exactly can differ from one advertiser to the next, but its primary function seems to be about getting attention, regardless if it is good or bad attention. According to a 1993 Journal of Marketing study that examined multinational effects of humour on advertising, humour is more likely to enhance recall, evaluation, and purchase intention when the humorous message coincides with ad...

Read Using Humour in Advertising Effectively Online
Download PDF Using Humour in Advertising Effectively

Relevant Books

\rightarrow

Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values

Summer Fit Learning. Paperback. Book Condition: New. Paperback. 160 pages. Dimensions: 10.6in. x 8.3in. x 0.5in.Summer Fit Activity Books move summer learning beyond academics to also prepare children physically and socially for the grade ahead.... Save Document

\rightarrow

Scholastic Discover More Penguins

Scholastic Reference. Paperback. Book Condition: New. Paperback. 80 pages. Dimensions: 10.0in. x 8.0in. x 0.4in.Scholastic Discover More is a revolutionary new nonfiction line pairing stunning print books with corresponding interactive digital books that extend the... Save Document

\rightarrow

Get Up and Go

Puffin. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 10.0in. x 7.7in. x 0.3in.We all come in different shapes and sizes, and it doesnt matter if you are tall, short, skinny, or round. Your body... Save Document

\rightarrow

At-Home Tutor Language, Grade 2

Evan-Moor Educational Publishers. Paperback. Book Condition: New. Paperback. 96 pages. Dimensions: 10.7in. x 8.2in. x 0.3in.Developed by teachers, this curriculum-based series provides practice of important math and reading skills-ideal for providing additional practice at home....

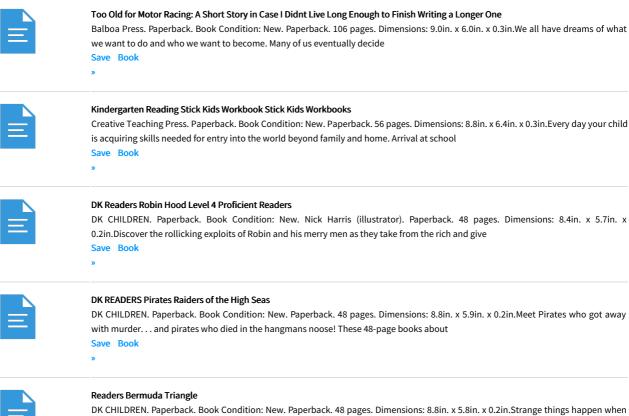
Save Document

\rightarrow	

At-Home Tutor Math, Kindergarten

Evan-Moor Educational Publishers. Paperback. Book Condition: New. Paperback. 96 pages. Dimensions: 10.6in. x 8.2in. x 0.3in.Developed by teachers, this curriculum-based series provides practice of important math and reading skills-ideal for providing additional practice at home.... Save Document

.



DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.8in. x 5.8in. x 0.2in.Strange things happen when you enter the Bermuda Triangle. Five planes vanish into the blue. Two crews disappear from a ship. Save Book

»