

Welcome to Digital Media

This is a refreshing and exciting course, that's up-to-date, engaging and developed with your professional and personal development at the core.

The course will allow your social and creativity skills to develop through interaction with peers, clients and performers, as well as equipping you with theoretical and technical knowledge and understanding of the media industry.

You will also learn about the vast opportunities that will be available to you on completion of this course, whether you are looking to go on to further education, an apprenticeship or employment.





Approaches to advertising campaigns



Cambridge Technicals
Digital Media L3

Further watching

<https://www.youtube.com/watch?app=desktop&v=JSzdljrMbr4>

Click on the link above for some creative advertising campaigns.

Click on the link below for some controversial advertising campaigns.

<https://www.youtube.com/watch?v=31uCEOqSAVA>



Approaches to advertising campaigns



Advertising campaigns need to make an impact on the target audience, they need to be memorable and something the audience relates to, finds funny or thought provoking.



Two effective approaches to making advertisements memorable are;



Celebrity endorsement



Shock advertising or shockvertising

Celebrity endorsement

This is where celebrities are employed to advertise products or services.

The audience identifies with the celebrity and so associates a particular product with them.

Can you give an example?



Celebrity endorsement

The celebrity is chosen carefully and will already have a relationship with the target audience to ensure the audience can identify with them.

This identification will also become associated with the product or service.

Perfume brands have traditionally made most use of this approach. However, other industry sectors have had success with this approach.

Shock / shockvertising



This is where the producer presents a shocking image, slogan or story that the audience is unprepared for. This can be controversial or simply work against our expectations, but it needs to be strong enough to stay in the mind of the audience when they come to purchase the product or service.

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Shock / Shockvertising

This approach deliberately shocks or offends the audience by playing against social norms or what is seen to be acceptable within society.

Advertisers use shocking imagery, slogans or stories to get their message across. Very often they will push the boundaries of what is morally or legally acceptable and create controversy, which in turn makes it more memorable.

Sectors such as health and drink driving campaigns have used this approach successfully.

Task



Choose an advertising campaign that uses **one** of the two approaches we have discussed.



Gather images and videos from different platforms such as social media, magazines, TV, to include in your presentation.



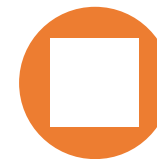
Explain why and how they have used the chosen approach.



Who is the target audience?



What could be an alternative approach to advertising this product?



Present your findings in a PowerPoint presentation.