

EVA ORŠULÁKOVÁ, 3. C

# THE POWER OF ADVERTISING



# WHAT IS AN ADVERTISING?

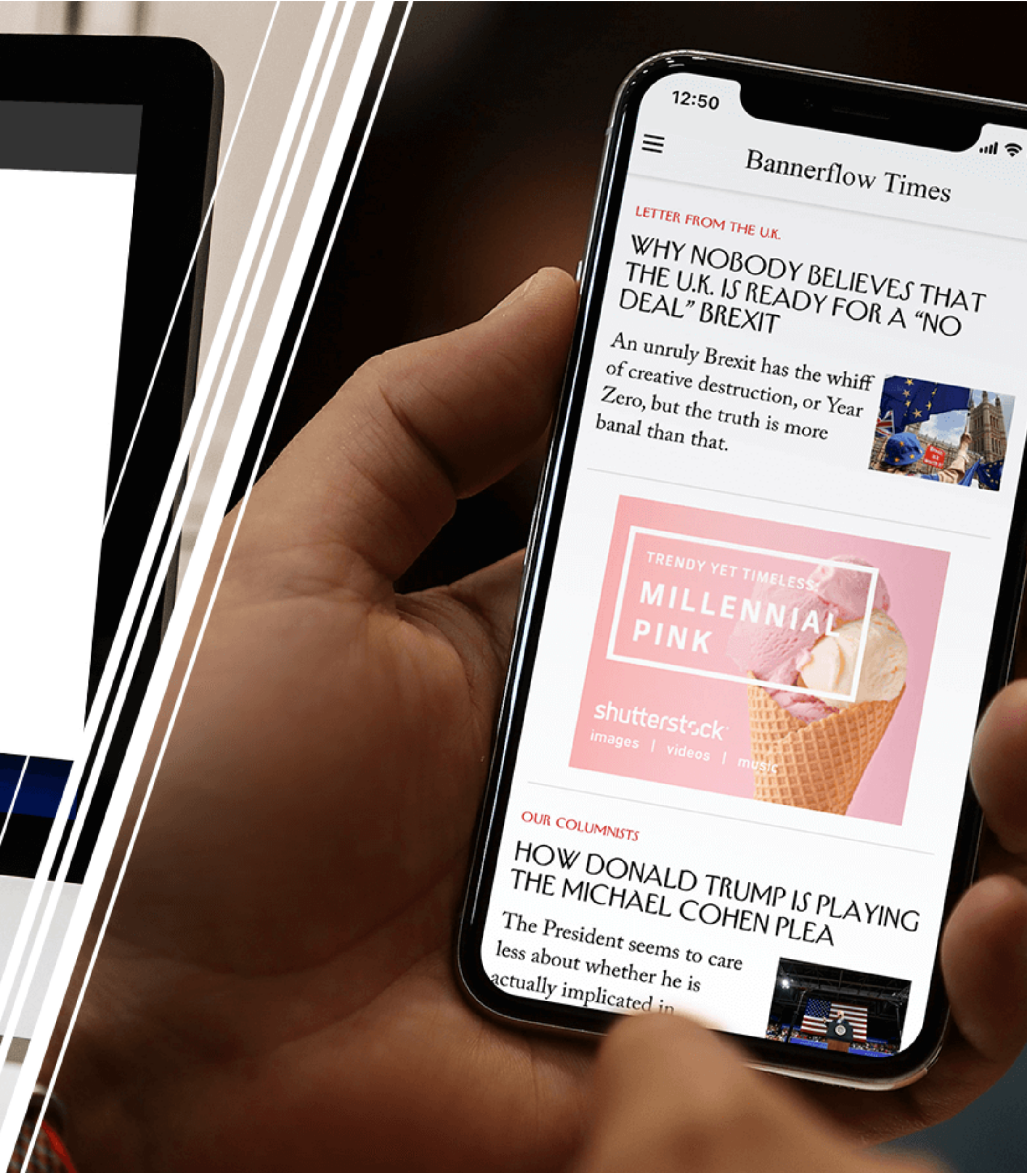
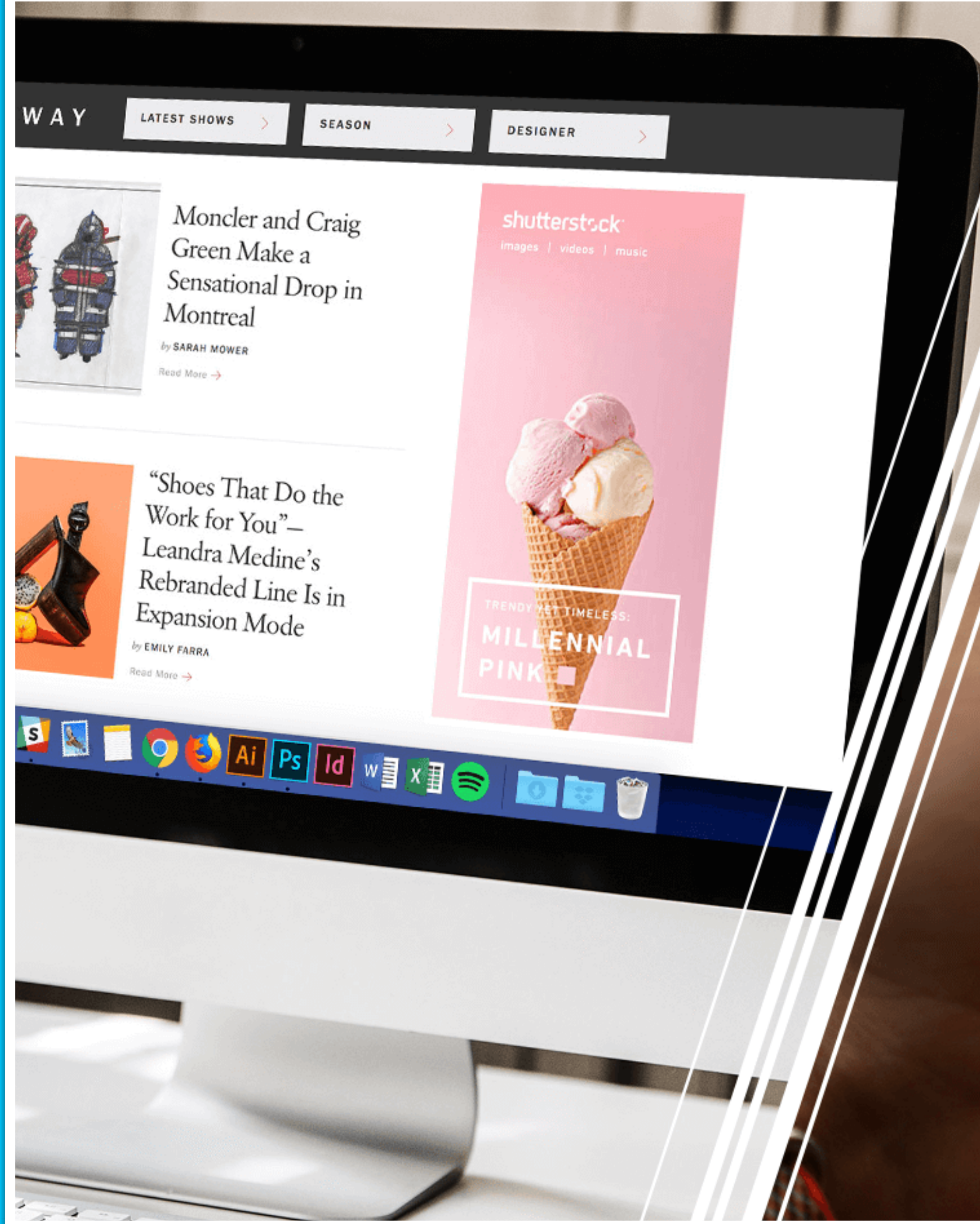
- marketing communication
- message to promote or sell a product, service or idea
- the most powerful, and manipulative tool
- in a medium is referred to as an advertisement, or "ad" or advert for short



# THE DIFFERENT TYPES OF ADVERTISING



**NEWSPAPERS  
AND MAGAZINES**



**DIGITAL  
ADS**



adidas

Sponzorované · Rozbaľiť príbeh



### Tenisky Adiease



69.95 EUR



Orange

23:26

69 %



# Instagram



2 178 940 pozretí · Fakt sa to používatelom  
fero\_joke a denis\_kendy

9gag night night

@hdbrosriley ... viac

Zobraziť všetky komentáre (2 426)

Pred 2 dňami · Zobrazíť preklad



Slovensko bez igelitiek  
Sponzorované



34 ľuďom sa to páči

Platí to PS:Digital, s.r.o.

Máte chuť na čerstvé čerešne. ríbezle alebo hrozno?

# SOCIAL MEDIA ADS



# PRODUCT PLACEMENT

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# OUTDOOR ADS

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**HOW DO MARKETERS MANIPULATE THE  
CONSUMERS TO BUY THEIR PRODUCT?**

# PSYCHOLOGY

- use sweet talk to create an emotional response
- No-Risk Free Trial
- deadlines or limited supply offers
- Testimonials
- using celebrities
- using colours and songs



1978

## He's as proud of that truck as you are of him.

His vivid imagination. His spirit of invention. They're qualities you love to see in him, and nobody knows better than you how important it is to choose a toy that will bring out his best.

That's why we talk to parents as well as children. LEGO® Brand Building Sets are made up of sturdy, brightly colored bricks and pieces that snap together to build practically anything your child can imagine. There are wheels and tires and lots of movable parts. The larger sets include lovable LEGO people and many special pieces—

Building with LEGO bricks lets your child feel what it's like to feel proud. And when he comes to you and says "Look what I built with LEGO" —his pride is your joy.

**LEGO Building Sets**  
3 years and up.



**LEGO**  
112  
Regular Bricks  
3 yrs. & up



PreSchool

# ARE ADS NEGATIVELY AFFECTING OUR MENTAL HEALTH?

- show images of the ideal woman and man
- we need to spend unnecessary money
- promote a rich life
- break us down in order to sell us the solution



# THANK YOU

