



ADVERTISING

With a Focus on Christmas

A PRAYER FOR ADVENT

Father, let your hope arise in our hearts! Lift our eyes up to see that you alone are where our hope comes from. Help us to shake off the anxiety, discouragements, and distractions that have filled this year.

May we pause to remember that we have hope in you.

You know the end of our stories, and we give thanks because you have promised that it will be a victorious ending. Give us the grace we need to wrap up this year joyfully.

We invite your Spirit into this beautiful Advent season. Renew our sense of holy anticipation! Let us be those who are waiting eagerly for Jesus to come again.

More than anything, we ask that you be glorified in this season of expectation. Amen.



Hope

LEARNING GOALS

By the end of this lesson, I will be able to:

- List the A.I.D.A. rules for creating good advertising
- Use the A.I.D.A. rules to evaluate the effectiveness of a commercial (specifically Christmas related ads)



ADVERTISING

- Has an advertisement ever made you cry? Or laugh out loud?
- There is an art to good advertising
- Most advertisers are looking for good ads- ads that consumers will see and remember





REFLECTION QUESTIONS

1. How did this ad make you feel?
2. Would you share this ad with your friends? Why/Why not? What makes an advertisement go viral? Does this ad fulfill the criteria?
3. How does this ad make you feel about WestJet?





CHRISTMAS ADVERTISING

- Sales around the world (including in non-Christian countries) tend to increase dramatically during this season.
- Our TV watching habits have changed and we no longer sit through hours of TV commercials interrupting our favourite Christmas movies.
- So, companies try to make their adverts so good that you, the viewer, are going to actively seek out these ads online, to watch again and again. These ads have got to be so remarkable that you then proceed to share the ad with your friends via social media and word of mouth. They are going to have to make their ads worthy of going viral.

DOES IT WORK?

Following its Monty the Penguin Christmas ad campaign in 2014 (which at the time of writing has nearly 26 million views on YouTube), John Lewis increased its sales by 6% (£777m) over the five weeks of Christmas.



RULES FOR CREATING GOOD ADVERTISING



**1. ATTRACT
ATTENTION**



**2. GAIN
INTEREST**



**3. BUILD
DESIRE**



**4. GET
ACTION**

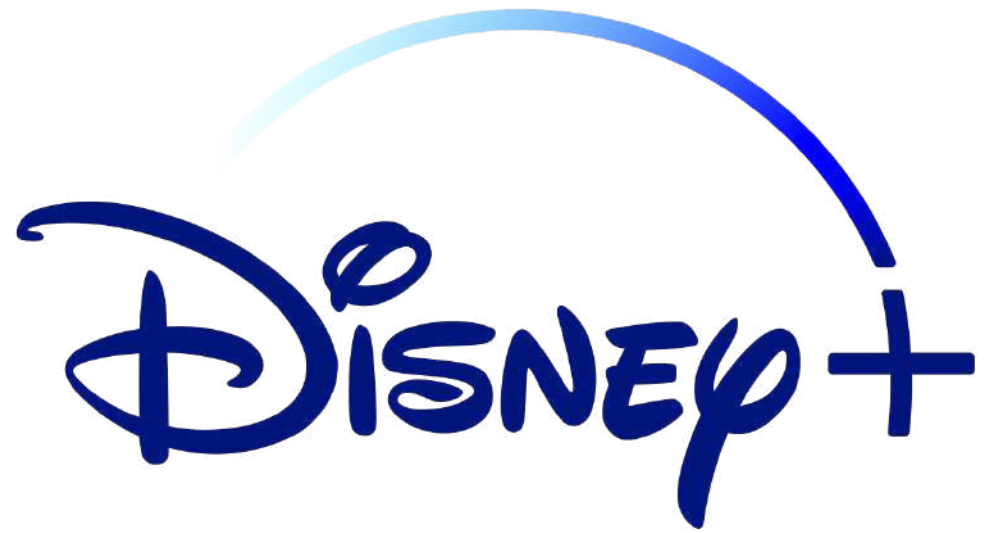
1. ATTRACT ATTENTION

- Broadcast ads attract attention with sound, unusual visuals, an attractive person, or a famous celebrity
- The task is to hold the attention of the audience for up to 60 seconds
- Give a story
- Show the brand & product



THE GIFT- DISNEY CHRISTMAS AD 2022

<https://www.youtube.com/watch?v=7KczM-LoA3M>



2. GAIN INTEREST

- Should get to the main message right away
- Humour can be difficult to do
- Provide a direct, interesting sales message and great illustrations (paint a picture in someone's mind)
- Make people want to watch your ad
- Evoke emotions



EDEKA 2015-GERMANY

https://www.youtube.com/watch?v=4_B6wQMd2eI

3. BUILD DESIRE

- Help the customer want your product
- Set up a problem that your product solves
- Describe the benefits
- Repeat brand name



CHRISTMAS & COKE

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



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Coca-Cola advertising played a big role in shaping the jolly character we know today.

Before 1931, there were many different depictions of Santa Claus around the world, including a tall, lean, man and an elf —there was even a scary Claus.

But in 1931, Coca-Cola commissioned illustrator Haddon Sundblom to paint Santa for Christmas advertisements. Those paintings established Santa as a warm, happy character with human features, including rosy cheeks, a white beard, twinkling eyes and laughter lines.

Sundblom drew inspiration from an 1822 poem by Clement Clark Moore called “A Visit from St. Nicholas” —commonly known as “Twas the Night Before Christmas.”



This Photo by Unknown author is licensed under CC BY-NC-ND.

3. GET ACTION

Repeat brand name, phone number, website names, etc.

A light gray downward-pointing arrow indicating a flow from the first box to the second.

All advertising should be about buying now

A light gray downward-pointing arrow indicating a flow from the second box to the third.

Social Responsibility



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A RELIGIOUS CHRISTMAS COMMERCIAL



REFLECTION

Which of the advertisements that we watched in class did you enjoy the most? Why?

What stuck out to you in the different ads?

What do you think makes a viral video?



GROUP TASK

In groups of 3, you will find a Christmas advertisement that speaks to you.

With that ad, please do the following:

- 1) Explain how the ad attracts your attention.
- 2) Explain how the ad gains interest.
- 3) Explain how the ad builds desire.
- 4) Explain how the ad gets action.
- 5) Is this a viral advertisement? Why or why not?
- 6) How did this advertisement make you feel? Explain.

* We will be sharing this in class tomorrow

