

# **EXTENDED PROJECT QUALIFICATION**

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# Abstract

In this project, I will analyse the factors that make an advert effective and how one establishes its 'effectiveness', in doing this I will look into the different types of advertising evident in our modern-day world and consider the factors that may impact the results of a successful advert or campaign. I'll explore evidence that shows this in practice, I will look at and evaluate topical examples, such as Donald Trump's Presidential Campaign, Dove Real Beauty Campaign and the much loved John Lewis Christmas adverts to see the factors to consider, put into practice. By analysing these I will be able to make a judgement as to whether they are good examples of effective adverts or not and achieve my aim in finding out the features making adverts effective. The main factors I will look at are; unique selling points, creating a good, reliable brand and making your good or service stand out from the existing clutter, in particular on social media.

# Introduction

Advertising is experiencing huge changes, especially in recent years, mainly because of the important increase in the use of technology and social media. Lots of advertising that used to be in the form of leaflets, newspapers or posters is now changing into digital forms such as emails or via social media sites like Facebook. I have chosen to investigate what key features determine an advert's effectiveness, or if there even are set key features and to see if these have changed with the change in advertising in general. The key word being 'effective' because there has been a huge growth in adverts on social media sites, so much so, that not all are effective or seen by the appropriate target audience. It is very difficult to determine if an advert has actually

achieved its goals, if it has increased brand awareness, increased sales or in some cases just awareness for a campaign. There are features on social media now that mean that results can be seen more easily and hence firms can see what else they need to do to make their adverts even more effective, features such as click-through rates, data on how many people your advert has reached or the use of coupon codes.

I mainly chose this title because I want to find out more about advertising, I think it is a very interesting contemporary topic and many people aren't really that aware of how it works or what role it plays. Think about it, if you're walking down your local high street what can you see in terms of advertising? There are banners on buses, shop window adverts, there may be adverts as you are looking at your phone and even on people's clothes with brand names on, that still counts as a form of advertising. Lots of people may disregard the importance of adverts and marketing in our modern day world, but ultimately if a product is advertised well, people are more likely to purchase a product or service from that brand, increasing their profits and making their money spent on marketing worthwhile. It can also be used in a very positive way to change people's views on things or raise awareness of certain issues, if you have a big audience it may as well be used to influence people's thoughts and actions. Many celebrities now team up with NGOs (Non-Governmental Organisations) or Charities to spread awareness of issues and get people to help, this is also a form of advertising, but it is not to create profit, it has other motives.

To find the answer to answer my question I will look mainly at case studies and identify features in them that may have previously been mentioned in my literature review. First, I would like to look into advertising in general and develop a greater understanding, what it is and why it is necessary and important in our society. I would briefly like to research the various different theories and investigate the multiple forms and types of adverts and why lots of adverts are

more common online now. I would like compare the theory with the real world and look at multiple case studies of effective advertising campaigns. I would like to look at different campaigns, ones that each have slightly different motives, for example; Logic's song to increase awareness of suicide and make the number more known and get people thinking. This kind of advertising does not only make a profit but also has the main motive of spreading a message. To conclude, I want to gather all the information I have obtained and figure out what are the features that generally make an advert effective and if there even are specific features every time.

## Literature review

### What is advertising?

The Wikipedia definition of advertising is:

*'an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea.'*<sup>1</sup>

The Advertising Association of the UK defines advertising as

*'a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them.'*<sup>2</sup>

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<sup>1</sup> "Advertising - Wikipedia." <https://en.wikipedia.org/wiki/Advertising>. Accessed 28 Apr. 2018. Some consider Wikipedia as a source that is not very reliable, this is due to the fact it can be edited by anyone as they can just create an account and change details. People could put false or biased information on the site, however, there is a positive element to this in the fact that people can collate knowledge and there's a wider pool of information, even if it's not always perfectly accurate it can be a good place to get general information or background knowledge before specialising and focussing on something in detail.

According to these definitions, advertising is essentially all about communicating with people and trying to sell their idea or product. It can be used as a form of persuasion and it can have a big influence over people and their attitudes when carried out effectively. Advertising and communication go hand in hand. It is an easy way to influence people's behaviour and actions; take Donald Trump's Presidential campaign, for example; with the help of experts he created an effective advertising campaign and strategy that attracted many American people to vote for him.

## The importance of branding in creating effective adverts

Branding is also key to successful advertising, certain qualities are evident, and it is used to differentiate one brand from another, to make them stand out, they are the values the consumer wishes to buy into. Logos or trademarks are examples of this. Take Kellogg's Frosties they use 'Tony the Tiger' as part of their branding.<sup>3</sup>

'ZAG: The #1 Strategy of High-Performance Brands', this book is written by Marty Neumeier, the book is rated in the 100 best business books of all time. It talks about the importance of a

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<sup>2</sup> "Definition of Advertising | What is Advertising ? Advertising Meaning ...." <https://economictimes.indiatimes.com/definition/advertising>. Accessed 28 Apr. 2018. The Economic Times is considered quite a reliable source, but we must not forget that it is not a specific advertising website, it is mainly about economics which may sway information.

<sup>3</sup> "Brand - Wikipedia." <https://en.wikipedia.org/wiki/Brand>. Accessed 4 May. 2018. Wikipedia as a source that is not very reliable, this is due to the fact it can be edited by anyone as they can just create an account and change details. People could put false or biased information on the site, however, there is a positive element to this in the fact that people can collate knowledge and there's a wider pool of information, even if it's not always perfectly accurate it can be a good place to get general information or background knowledge before specialising and focussing on something in detail.

brand and the necessity of being different and keeping up with social media changes. The book tries to highlight the importance of how much the world has changed in terms of technology;

*“We’re so connected that we risk becoming disconnected”<sup>4</sup>*

this quote shows the fact we’re constantly connected all around the world, this makes advertising and creating a brand much more difficult because there’s so much choice for people so you have to find a unique way to stand out. Rob Rodin; an author and supply-chain expert explains that today companies have to abide to the

*“three insatiable demands of business-free, perfect and now.”<sup>4</sup>*

they need to communicate with their customers and make their business well known. This has ultimately led to clutter and up to 3000 marketing messages per day, a similar problem is also occurring with television,

*“Today 92% of people skip the commercials on their recorded programmes. Despite a 75% increase in advertising, evidence shows we’re paying less attention to any given product, service, message, or medium.”<sup>4</sup>*

so it is a very big challenge to ensure your advert stands out and especially has good branding. Companies need to have a good brand to help with how their consumers see them, they will put a label on them subconsciously and this will impact their gut feelings about the company or product. Brands are created to bring order out of clutter, they must also be simple to please customers and fulfill promises. One of the most important things that comes with creating a successful brand is its Unique Selling Point, customers will hopefully remember this one point or concept of the advertisement hence making it effective so they can recall the point when needed. Another key thing to create an effective advert and brand is to be ‘good’ and ‘different’, characteristics of a ‘good’ brand include: quality workmanship, good aesthetics, low price, high functionality, ease of use, speed, power and style and those qualities of a ‘different’ brand are weird, ugly, crazy, fresh and offbeat. By being ‘different’ or ‘good’ you’re making yourself memorable, which is key to success. There are a few more points mentioned in the book to build

a good brand, the first; your core purpose, this is essentially the fundamental reason your company exists beyond making money. It's the one thing that will never change about your business, secondly, going back to the idea of being unique, make yourself stand out. Business hierarchies are controlled by the customers therefore, you need to make them want your brand or product, "if you can't say you're the 'only', go back and start over". Also, define exactly what you're selling and how you're going to sell it, what can you offer that competitors can't? You need a good strategy and ways of mapping the journey of your customers from brand awareness to brand loyalty. <sup>4</sup>

## What are the advertising theories?

Advertising theories illustrate how and why advertising is effective in influencing a customer's behaviour. There are 5 key theories; The Mediation of Reality, Shifting Loyalties, The magic of meaning, The hidden message and Imitative desire.

The Mediation of Reality is about the role that the media plays in advertising and how important it is to have your adverts incorporated into part of daily life. It's not only the content that's key but also the brand's position in society. This is because we are a growing world in terms of technology and as a society, becoming more media dependent and addicted, hence we need to ensure our brands and adverts are easily seen online. It involves blending the boundary between reality and a dream, therefore making people realise how accessible your goods are. Shifting Loyalties are when adverts are designed to ensure brand loyalty, however they're also designed to steer people away from current brand loyalties. Often people say adverts are effective if they result in a customer changing brand. The magic of meaning is all about the

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<sup>4</sup> Neumeier, Marty. Zag: the Number-One Strategy of High-Performance Brands: a Whiteboard Overview. AIGA, 2007. "Accessed 5 May. 2018. This is a very reliable source, the author Marty Neumeier, he currently serves as Director of Transformation for Liquid Agency, a branding agency. He has written multiple books, almost all centred around branding and he is an expert in the field, so this book is a reliable source.



actual meaning of an advert, the purpose is key, it shows how ads influence the beliefs of consumers. It also helps to explain how and why ads have become involved in shaping values, adverts are a form of organised magic that hides the real nature of consumerism. There is another theory that there's always a hidden message and ads manipulate people without them realising, it's a psychological thing, often ads are emotive and this helps to hide the message but also to make it memorable or provoke feelings. Finally Imitative desire. Ads operate like collaborative rituals and not just one way messages and it is a common trait for consumers to want what other people have or wish, they have the desire of partly becoming what other people are which keeps desire alive, especially in terms of advertising.<sup>5</sup>

## Types and forms of advertising

The type of advertising your company should use depends on your unique company and your target audience. Advertising should maximise sales and attract customers, it should also be cost effective and reach as wide an audience as possible, especially with the rising influence of the internet and online forms of advertisement and reaching people, spreading ideas. Different types include Television adverts, print media such as newspapers, posters, radio or emails and in particular social media.

Firstly, Television adverts reach a large area, particularly if you manage to make a deal with a certain channel, for example: ITV1, your advert will be viewed many times and lots of people will see it, spreading awareness. Also, it is very good medium that makes use of sound, sight, movement and colour. It uses multiple senses to attract people in all sorts of manners, however, such adverts are typically short in duration or costs ramp up and it can become very expensive.

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<sup>5</sup> "5 Theories of Advertising (Explained with Examples) – StudiosGuy." <https://studiousguy.com/5-theories-of-advertising-explained-with-examples/>. This source 'StudiosGuy' maybe is not the most reliable because it is not a really well known source and we don't know where most of the information came from initially. Accessed 6 May. 2018.

Another type is Print Media, (i.e. Magazines/newspapers) this is a good way to narrow down your target audience as you can choose a specialist magazine, but they are not good on a small scale location because they are often sold around a large area of the country geographically so you cannot specifically target one area of the country. Some may also say that magazines may be going out of fashion and more people would see an advert online or in the digital world. Print adverts are non intrusive as people can choose to see it or ignore it unlike other forms of media. They are visual and have a short heading to attract you to read smaller print, they can also be a cheaper form of advertising and as they're printed regularly they can be easily edited.

Posters/Flyers/billboards are another form however they often contain limited information and can be costly if good quality, also they may very easily be wasted or lost in the background, but can be useful in attracting people who know nothing about what is being advertised. Also Radio is useful to target a particular station, however, it is difficult to advertise without images and people often don't take in much from listening. Repetition is key. Furthermore emails are a common form of advertising, they're good because a company can collate various addresses and then inform them about your company, possibly offering discounts making them want to find out more. Some people may completely ignore the emails though and contact details can be changed constantly.<sup>6</sup> Finally Advertising online and digitally; nowadays advertising exists on multiple platforms and is becoming more 'network' orientated. Social media platforms are being used increasingly as a place for firms and businesses to advertise on. Sites such as Facebook, Instagram, Twitter, Snapchat and YouTube are now used much more than in the previous decade, especially for up and coming firms. It is a quick, relatively cheap and effective way of advertising that doesn't take lots of skills. Social media can also turn your advertising global to

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<sup>6</sup> "8 Types of Effective Advertising Campaigns That ... - The Next Scoop." <https://thenextscoop.com/effective-advertising-campaigns/>. This article was written by Sawaram Suthar, he is head of marketing at [Acquire](#), and also a founder of [Jagat Media](#), a digital marketing agency. A digital marketing consultant, he has experience in things including branding, promotions and page optimization, along with research and strategy. Therefore we can determine this is a good source. Accessed 6 May. 2018.

reach a wider spread of people. Also ads in this field don't always need to be paid for, if people share messages they've done some of the work for businesses and they don't have to pay to have a page such as an Instagram page, interacting with your audience is key.

## Adapting

Adapting to new advertising techniques or forms is becoming increasingly important to making your advert a success, according to Kaitlin Woodburn advertising online offers many opportunities. It allows information to be more accessible to a consumer and the marketer can very easily adapt their advertising to target the right people. It is also accessible 24 hours a day, every day and is so much cheaper than traditional routes, such as hiring people or paying people to show your adverts. It helps businesses to reach and influence extra potential customers.<sup>7</sup>

## How measuring the effectiveness of adverts is changing

How we measure the effectiveness of advertising is changing nowadays in line with technological change, Advertising Researcher, Kristi Rogers' view is that it is all about the relevance of the adverts, the key is getting the **right** ad, in front of the **right** people, in the **right** place, at the **right** time. There are fewer experts in advertising jobs these days and even though it is still a creative field, lots of advertising is becoming very maths based and complex, it's a very competitive field and is a lot more difficult to see the return of an advert, it's so difficult to see the effectiveness and get measurable results. In an investigation, quantitative experts with targeting technology worked alongside advertising experts to execute digital campaigns in 5 companies, on average twice as many people saw adverts delivered by them after 4 weeks, the scientific approach worked better than normal and provided better results. Quantitative experts

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<sup>7</sup> "Woodburn, Kaitlin. Using the Internet Effectively to Advertise and Sell Business Products. 1999. Accessed 8 May 2018. Kaitlin is not the best known author around so maybe we can say that she is not the best source, however lots of people support her ideas.

identified that companies need to not just rely on algorithms and should ensure correct conclusions are drawn, and in some places adverts didn't have any correlation with sales. Digital advertising takes up about 25% of all advertising and companies should invest in quantitative skills to keep up with changes and help their adverts to become more effective and be more directly targeting. In the future this should mean many adverts are directed exactly to you and only the things that interest you and your life.<sup>8</sup>

## What makes an advert effective?

The following aspects are key to making an advert effective. All companies need to advertise, share and promote their ideas and expand their business, attracting new customers, however, there is a lot of competition, a company has to make their advert stand out the most. These are the points that have arisen during my research so far as to possible factors to answer my title.

Firstly **Unique selling points** are very important, in Rosser Reeves' book he describes a USP:

*1."Each advertisement must make a proposition to the consumer-not just words, product puffery, or show-window advertising. Each advertisement must say to each reader: "Buy this product, for this specific benefit."*

*2.The proposition must be one the competition cannot or does not offer. It must be unique-either in the brand or in a claim the rest of that particular advertising area does not make.*

*3.The proposition must be strong enough to move the masses, i.e., attract new customers as well as potential customers."*<sup>9</sup>

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<sup>8</sup> "Kristi Rogers: Where are our digital ads really going? | TED Talk." 1 Dec. 2017, [https://www.ted.com/talks/kristi\\_rogers\\_where\\_are\\_our\\_digital\\_ads\\_really\\_going](https://www.ted.com/talks/kristi_rogers_where_are_our_digital_ads_really_going). Is a core member of BCG's Technology, Media and Telecommunications practice, She's built her career in corporate finance and consumer goods with roles such as Lean Six Sigma Black Belt Therefore we can agree she knows what she is talking about and is a reliable source. Accessed 8 May. 2018.

This unique selling point should be made clear in your adverts so it is memorable, for example Domino's Pizza is 'You get fresh, hot pizza delivered to your door in 30 minutes or less-or its free'. It must be entirely unique and different, trying to show a customer you have a new idea that they should at least invest some time to find out about it. This is a key idea in helping create an effective advert. Another possible factor could be the use of **powerful head lines or slogans, just the whole look/feel of the advert**. People often only look at things briefly so if you have something that stands out it will get their attention, this can sometimes be achieved with simplicity. David Ogilvy said:

*"On average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar."*<sup>9</sup>

You must make you advert look visually appealing and have graphics that draw people in and attract interest. Thirdly, another factor that makes adverts effective is offering them a **discount/promotion**, if customers know they can get some money off or get a cheaper price they are more likely to come back and read about you ideas, examples include free shipping or a free trial. This leads into another possible factor which is encouraging customers to **take action** on what they see and do something about it for example join a mailing list or clicking a link with a discount. Make them feel a sense of urgency, they must go buy something or take action immediately.<sup>9</sup>

Adverts nowadays are taking a different turn, there is increased advertising on social media and online, there are questions being asked as to whether it is becoming ineffective to advertise

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<sup>9</sup> "11 Simple Tips to Creating An Effective Ad - Target Public Marketing." 2 Aug. 2017, <https://www.targetpublic.com/11-simple-tips-creating-effective-ad/>. I think this source is quite strong because the article was written by George Mentis who is a CEO of a marketing and public relations agency. Therefore he knows exactly what he is talking about. Accessed 15 May. 2018.

online because there are so many firms and companies trying to research there that the internet is becoming overcrowded, there's so much information that people don't take in as much. Brands that are successful manage to combine messages that are meaningful and affect their audience with good products that actually meet expectations and are trustworthy. They often have a psychological impact and thought provoking aspects so people remember their ads and talk about them upon seeing them.<sup>10</sup>

According to Wix Strong brands<sup>11</sup> there are 3 key elements that determine whether or not an advert is effective. Firstly it has to **stand out** because there is an increasing amount of clutter in our everyday world and it is making it incredibly difficult to differentiate ads. Secondly your brand must be **creative and unique**, when people see it they need to think that it is new and different and lastly **communication** of the reason people should buy the product or service must be communicated well, consumers must know of the benefits.

Through all of this research we can see that a few various factors that make an advert successful or effective. These include: a USP, having a visually attractive advert with a powerful headline, the use of discounts or promotions, a sense of urgency to take action, creativity and good communication.

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<sup>10</sup> "Secrets Of 7 Of The Most Effective Ad Campaigns - Forbes." 10 Jul. 2014, <https://www.forbes.com/sites/michellegreenwald/2014/07/10/secrets-of-7-of-the-most-effective-ad-campaigns/>. This article is from forbes which we know is a reliable source and millions read some articles, it was written by Michelle Greenwald who is CEO of Inventors and also started DigitalLatest which is a conference to do with marketing. Accessed 16 May. 2018.

<sup>11</sup> "Effective Advertising: 3 Keys to Success - Tim Calkins." 20 May. 2015, <http://timcalkins.com/branding-insights/effective-advertising-3-keys-to-success/>. This is from a website called StrongBrands which we can argue is good because they're talking all about branding, however it is not the most well known site worldwide. Accessed 20 May. 2018.

## Researching importance of effectiveness of adverts

Various questions are asked by people when they first see you advert, these help determine effectiveness. According to the American Academy of political and social science, John O.

Powers:

The first question that must be asked when people see your advert is 'Do they need it?', Is it a response to demand, do people want it? The key to the advert is confidence, companies should be confident about what they are advertising, it should hold public interest.

The next question the advertiser should ask themselves is what is the right time and place to advertise, they must be strategically placed in order to get the best out of the advert and reach a wide audience or reach the target audience. "Public confidence can only be won by honest, truthful and effective statements." Powers claims the secret to advertising success is to have an 'article of high order' (meaning it is in very high demand) which many people really want and it has to be sold in an effective, tactful way. An advert must be effective so that it is put in front of people and they actually act upon seeing it.<sup>12</sup>

Charles H. Sides Technical communication article 'should you know how to do marketing, advertising and public relations writing?' talks about the basic message or concept of the advert being the aspect that makes it effective, it says:

*"Effective Ads begin with a concept-the basic message communicates to the target consumer. The concept should stop the reader or views. It should reward the person for stopping. It should point out what is exciting about the product."*<sup>13</sup>

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<sup>12</sup> Powers, John O. "Advertising." The ANNALS of the American Academy of Political and Social Science, vol. 22, no. 3, 1903, pp. 58-62., doi:10.1177/000271620302200307. Accessed 25 May. This is from a scholarly article so we can deem it to be reliable.

Sides, an expert in advertising, mentions that the basic concept of the advert is key and should attract people to act upon seeing the advert, but also creating a good advert requires audience analysis because it takes time to match audience demographics with the target consumer profile and the choice of type of media advertising is important. The target audience is key, so they know exactly who they want to advertise to and what is their aim. They must also take into account their type of advertising, for example if their target audience was teenagers radio may not be the best form as most people listen to the radio in the car and at that age they cannot drive so forms of social media advertising may be more effective, but the available budget must also be taken into account as costs differ, television advertising is much more expensive than newspaper. A challenge that firms will face is how to reach their target audience and how frequently the audience will see the adverts. Finally creativity is key, it is what brings adverts to life and makes them noticeable, often the help of an art director is necessary to make the advert visually attractive and people are involved to create a good slogan or memorable feature. These things must be taken into account and put in place to help the advert be a success and fulfil the company's aims.<sup>13</sup>

Gaining consumers attention is very important, Moriarty's book about advertising principles and practice tells us that: Ads that are good are effective and ads that are effective work, they deliver an intended message to customers and cause them to act upon it in a certain way. The ad must gain consumers attention, in some cases the ads key function is to reinforce the purchase of their good and ensure the customer doesn't switch to a substitute product. For example for a restaurant, a measurement of the adverts effectiveness is whether a customer returns. This does depend on the consumer's experience with the product, also the satisfaction but an effective ad

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<sup>13</sup> Sides, Charles H. "Should You Know How to Do Marketing, Advertising, & Public Relations Writing?" *Technical Communication*, vol. 39, no. 3, 1992, pp. 367-375. JSTOR, [www.jstor.org/stable/43090092](http://www.jstor.org/stable/43090092). Accessed 26 May Sides is an expert in adverts and public relations writing therefore we can determine that he is knowledgeable on the topic and reliable.



will remind them of their positive experience. If the ad is entertaining and relevant then people are more likely to remember it. The importance of objectives is a key mention in the book, the advertising must have a purpose and must have some effect or impact on people seeing the advert, it must have a goal in terms of people's perception, how persuasive it is and how it impacts emotions or behaviour. The book also contains a feature from Matthew Melhuish who is the CEO of Enero Group, Foundling Partner of leading Australian creative agency BMF and Chairman of the Australian Effie Advertising Effectiveness Awards. His view is that it is all about connecting with brands and brands with people, its people's view on the brand and the relationship<sup>14</sup>

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<sup>14</sup> Moriarty, Sandra, et al. *Advertising: Principles and practice*. Pearson Australia, 2014. Accessed 26 May. This book was written by a few people working together, all collating their information and different views ultimately producing a clever work which has the views of experts so is a reliable source.

# Discussion

In this discussion I am going to look at firstly how one measures the effectiveness of adverts and campaigns then I will go onto looking at multiple examples and seeing how these different adverts have been effective and I will analyse them, this will help me to come to a conclusion as to what feature makes adverts effective. On the whole from my research, I believe the key things in making an effective advert or campaign are:

1. **Standing out amongst the clutter, using a Unique Selling Point** (the reason I have chosen this is because it was a factor mentioned in the book ‘Zag’ that I read and also in Rosser Reeves book)
2. **Ensuring the ad is in front of the right people at the right time** and the correct target audience is reached (this was mentioned in both Sides journal, Woodburn’s journal and also the book “Zag”.)
3. **Follow up actions** (mentioned in Powers’ article mentioned twice by both George Mentis and David Ogilvy in an article on Target Public Marketing.)
4. **Building up Brand Loyalty in the long term** (Spoken about in Moriarty’s book and the book “Zag”.)

There are other things mentioned, that I believe are of secondary importance, these include: having a visually attractive advert with a powerful headline as mentioned by David Ogilvy, the use of discounts or promotions also mentioned by Ogilvy, a sense of urgency to take action which is similar to follow up actions but I believe that the follow up actions are more important and finally creativity and good communication. I will use the following case studies and see how they compare to these features.

## How do you measure the effectiveness of adverts and campaigns?

It is very difficult to measure the effectiveness of adverts, there's not really a precise measure for effectiveness, and there are many different versions of advertising campaigns. You can monitor sales, check new customers or track website traffic, etc. One of the ways you can tell if your advertising is working is to track retail traffic (which is essentially how many people are demanding your product at that time), this must be measured before and after you release a new advertising campaign, also comparing sales before, during and after. The reason it's difficult to measure is because a company may suddenly see an increase in website traffic but that may be because people are following trends or they have higher incomes so more money to spend not because of an advert. Additionally, if the campaign includes coupon codes or discounts you can determine which were used and it helps you establish where the customer saw the ad or used the code. It is also important to mention that if customers are just buying products because of the discounts they may not return again. Comparing website traffic pre or post advertising is a good way of seeing who follows up by looking at the website after advertising. Another way is by looking at click-through rates, these don't help you determine whether your advertisements are working effectively but may contribute as you can see how many people actively did something upon seeing the advert. However, you cannot see if they acted after seeing the first initial advert, they may have acted later in a different way. Some campaigns aim to change perceptions or societal opinions so they cannot be measured purely through tracking who's been through to your website. These campaigns are designed to get people talking and raise awareness, so it could be argued that if you get people talking about it or get further mentions on news or social media or get celebrities talking then it can be deemed effective. It does entirely depend on the purpose of your campaign and how you advertise it (what form of advertising you use). There is no set way, although it is definitely easier now by using social media. Today many companies are carrying out surveys asking people to say how they found out

about products or their websites so they can see if their adverts have been effective and brought people there. In the rest of my discussion, I will be analysing and looking at the effectiveness of previous advertising campaigns. Some of the most effective campaigns according to Adweek are Logic's suicide prevention song, Nike's 'Breaking2' and Procter and Gamble 'The Talk'.<sup>15</sup>

## The Presidential Advertising campaign of Donald Trump (on Facebook)

Fortune.com tells us about how 'Donald Trump's presidential campaign paid slightly more for ads on Facebook than Hillary Clinton'. Trump paid more for adverts than he originally said and what came out in the press. Maybe this extra money and extra advertising helped him to win the election and swayed people in his direction. However, the Washington Post provides a more informative article, it explains how, even though Trump may have paid more, it wasn't unfair. The way Facebook's advertising works is that campaigns have multiple people they want to target, Facebook lets campaigns match voter lists to users so that specific people can be targeted, making the most value of spending on advertising. It also links the people with similarities to those targeted to widen the influence.<sup>16</sup> Therefore it does not actually make a big difference on how much one pays Facebook because ultimately it is the people deciding whose adverts are more appealing.

Martinez says:

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<sup>15</sup> "Metrics for Measuring Ad Campaign Effectiveness | AllBusiness.com." <https://www.allbusiness.com/metrics-for-measuring-ad-campaign-effectiveness-1415-1.html>. This article is from [AllBusiness.com](http://AllBusiness.com) it is one of the world's largest online resources for small businesses and trusted by many american newspapers so I believe this is a reliable source. Accessed 29 May. 2018.

<sup>16</sup> "Donald Trump Paid More for Facebook Ads Than Hillary Clinton ...." 27 Feb. 2018, <http://fortune.com/2018/02/27/donald-trump-hillary-clinton-facebook-ads/>. Fortune.com is a trusted source by many people, and there are some very well known, and respected people writing articles for them therefore i believe it is a reliable source. Accessed 5 June. 2018.

*“Rather than simply reward that ad position to the highest bidder, Facebook uses a complex model that considers both the dollar value of each bid as well as how good a piece of clickbait the corresponding ad is. If Facebook’s model thinks your ad is 10 times more likely to engage a user than another company’s ad, then your effective bid at auction is considered 10 times higher than a company willing to pay the same dollar amount.”<sup>17</sup>*

This proves how unique Facebook’s method of advertising and it is a new way to use social media to advertise in a world that is becoming increasingly dependent on technology. Trump’s adverts were better clickbait, hence spread to a wider audience, increasing his exposure causing more people to follow him and eventually leading to voting for him.

Another factor is that the advertising campaigns on facebook simply were different so they cost different amounts naturally, this view is reinforced by Andrew Bleeker, a senior adviser on advertising to Clinton’s campaign and president of Bully Pulpit Interactive. He says “it is not that one was right and one was wrong, but they were different. They shouldn’t cost the same.” Clinton, for example, ran lots of video ads whereas Trump’s ads were better clickbait and so people would follow a link to find out more, this was more effective because it provided a follow up action and makes the viewer do something about what they’re seeing, in this case following up to vote, or otherwise buying campaign merchandise, therefore, spreading his influence.<sup>18</sup>

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<sup>17</sup> "Trump's Facebook advertising advantage, explained - Washington Post." 27 Feb. 2018, <https://www.washingtonpost.com/news/politics/wp/2018/02/27/trumps-facebook-advertising-advantage-explained/>. The Washington Post is globally known and its correspondents and article writers are very reliable, it is read by many people and we can deem it reliable. Accessed 6 June. 2018.

<sup>18</sup> "Trump's Facebook advertising advantage, explained - Washington Post." 27 Feb. 2018, <https://www.washingtonpost.com/news/politics/wp/2018/02/27/trumps-facebook-advertising-advantage-explained/>. The Washington Post is globally known and its correspondents and article writers are very reliable, it is read by many people and we can deem it reliable. Accessed 6 June. 2018.

In this case, the presidential campaign of Donald was effective when we compare it to the 4 main features I have established that make adverts effective it almost meets all of them. Firstly it was put in front of the right target audience at the right time so it reaches the right people, this was executed via Facebook. Also in his adverts, he had a follow-up action for people to click that led to a link to find out more information, this is a very good idea because it provides people with something they can physically do upon seeing the advert making its impact more effective. Furthermore, his adverts stood out much more than Hillary Clinton's and acted as better clickbait, he had his own version of a USP, attracting more people. The one thing he could've done better, in my opinion, is build up better loyalty and long term relationship with his voters, he did win the election overall so clearly he had an element of this but I think the ads could have been even more effective had he built up a better relationship and interactivity with voters. The campaign does not follow the other features, there is no discount or promotion offered and there wasn't much creativity and not great communication. However, it could be argued that it was a visually attractive advert and it had a sense of urgency to make people act. Overall with the help of Facebook his campaign was effective as ultimately he won the election, this campaign through Facebook is a great example of modern day advertising as well.

### Logic's song 1-800-273-8255

A different example of an effective and subtle form of advertising is the song 1-800-273-8255 by Logic, this is a very different type of campaign. The advert's key function was to promote awareness of suicides and mental health. It was not a project with a focus on profit, but instead, it was about promoting awareness and influencing people's behaviours when it comes to suicidal thoughts and acting on them. The song itself never actually mentions the phone number for the National Suicide Prevention Lifeline, but it makes an attempt to show listeners there's someone there for them, it embodies a call to the suicide prevention network and helps save a person's life. Logic felt compelled to write a song that could help people and change their

behaviour, as an artist he has such a big influence over people with the use of his voice and they will listen to him, the song had a massive impact.<sup>19</sup> He wants people, especially the current youth to know that they have options especially with the increase in mental health problems and to actually use the services out there to help them or at least to try.

If you consider it from an advertising angle the song has been a great success and has influenced people's behaviour. The impacts of it can be seen in various facts and figures and an increase in general awareness. For example on the day the song was released the hotline received the second-highest daily call volume ever with over 4,573 calls according to Billboard, this could be seen as a big success in informing people and had a great effect in educating people on it.<sup>20</sup> Also according to the Suicide Prevention Resource Center the volume of calls had risen by more than 30% between 2016 and 2017 and the engagement on Facebook is three times higher. The number of people visiting the website has increased massively from 300,000 to 400,000 a month.<sup>21</sup> These statistics actually show us that the campaign has had a great and positive impact and can be considered a very effective effort. It should be mentioned that in this case social media's impact was also very important, in the spread of the song, one person mentioning it means a wider group of people hear about it and seek more information meaning the song reaches more people, increasing its effectiveness. This is also an example of a

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<sup>19</sup> "The hidden meaning behind Logic's song '1-800-273-825' - INSIDER." 28 Jan. 2018, <https://www.thisisinsider.com/what-is-1-800-273-825-song-2018-1>. This article was written by Kristin Salaky, she does not have any background of anything to do with advertising but she does have a journalism background and she previously reported dating and relationships so maybe we should be wary when using this source. Accessed 7 June. 2018.

<sup>20</sup> "Logic's '1-800-273-8255' With Alessia Cara & Khalid is an ... - Billboard." 28 Apr. 2017, <https://www.billboard.com/articles/columns/hip-hop/7776828/logic-alessia-cara-khalid-1-800-273-8255-suicide-song-stream>. There is not much information on the writer of this article but Billboard is quite a big company and the article seems reliable. Accessed 7 June. 2018.

<sup>21</sup> "Thanks to Logic's Song, the Phones at '1-800-273-8255' Are Ringing ...." <https://www.sprc.org/news/thanks-logics-song-phones-%E2%80%9C1-800-273-8255%E2%80%9D-are-ringing-hook>. We can tell this is a very reliable source because the information comes directly from the Suicide Prevention Resource Centre who know exactly what they are talking about. Accessed 7 June. 2018.

campaign where one can see quite clearly the effects, through numbers of hits on the song and then the following increase in engagement on the website or through calls.

Determining the effectiveness of this advert is easier due to the fact that we have access to visible statistics that show us its impact. As mentioned earlier, the day the song was released the hotline received the second-highest daily call volume ever with over 4573. This very different example is still an effective advert and ticks all the boxes of my chosen four points. It stood out from other forms or versions of advertising, it had a specific USP in that it was all about promoting suicide awareness. The song was aimed specifically at a certain target audience and put in front of the right people at the right time but there are many people out there affected by suicidal thoughts that probably have not heard the song. One could say that Logic had already built up long term loyalty with his listeners which made the impact greater, as more people would have been waiting for his song to come out and rushed to listen to it and spread awareness about it. Finally the song itself had a very specific follow up action which was to call the suicide helpline if people feel alone and to speak to someone, to take action if those feelings were becoming apparent. On the other hand we can see that no promotions or discounts were used with this campaign, it does not have a headline or name that really stands out from everything. I personally wouldn't count it as creative but would agree it has good communication and a sense of urgency.

### Procter and Gamble “The Talk” advert

P&G is an American multi-national consumer goods corporation, but this advert is tackling social issues. The advert I am investigating focuses on the topic of racial relations, its video generated more than 7 million views on the internet in the first few days, no P&G brands are actually mentioned, the ad involves black mothers talking to their children about racial bias. This advert was not produced to get people to purchase goods or services, it is to raise



awareness of racial issues, this is a similar concept to Logic's song. Tamara McDaniel, a black blogger posted it on her facebook page with a comment "I wish I could pretend not to understand this commercial." The video was viewed a shocking 4.5 million times on her Facebook and shared many times, this is good but also means it's hard to determine the exact count of views so it's a challenge to entirely measure the effectiveness. It did cause some issues among people, some non-black viewers took it as an attack on them and found the advert unfair as it generalised that all non-black people are 'insensitive and police are biased'. Michelle Malkin (an Asian-American blogger and newspaper columnist and senior editor at Conservative Review) criticised it saying they should stand for consumer goods not divide people on big issues, as that is not what they normally stand for.

The main reason for the commercial was that P&G have a very big advertising influence in the world and they wanted to use it to try and tackle big issues and make a start on solving problems. One of their aims outside of their profit incentive is to promote equality, ultimately with equality comes growth and the advert has had a positive impact. However, some say it was very controversial because the advert meant media coverage which actually means that Procter and Gamble's name is everywhere and associated with the advert, so there probably is an aspect of it that just aims to increase brand awareness.

It was effective firstly because the form of advertising was good, it was a video that caught people's attention and caused them to keep watching, it was also effective because it got people talking as you can see from the example of Tamara McDaniel which is the main purpose to promote ideas and provoke questioning about the topic in society. It was also placed in front of the right target audience, it was placed in front of almost everyone and was helped by Tamara McDaniel to spread to a similar target audience. Furthermore it had a USP, and a clear focus on the topic of discussion making it even more effective and standing out against clutter. We can

say that Procter and Gamble have built up a long term loyalty with their customers and they were using their influence in a positive way to encourage people to talk about these issues. However it did not have a very clear follow up action to talk though which maybe made it have a smaller impact. On the other hand I would not say that it had a really powerful headline or was visually attractive, it also didn't have a big sense of urgency to take action, it could be deemed creative and well communicated but I would not say that is a major feature in it being effective and finally it didn't involve promotions or discounts.<sup>22</sup>

## Dove Real Beauty campaign

The Dove Real Beauty campaign is an example of 'cause marketing', this is defined by 'CauseGood' as

*"the marketing of a for-profit product or business which benefits a nonprofit charity or supports a social cause in some way."*<sup>23</sup>

It's a very unique campaign in that it aims to increase awareness of the brand and bring in more profit but also its secondary goal was to change women's perception of beauty. This means evaluating the effectiveness of this advert is more difficult because it should be assessed, not only as a form of marketing but also as a campaign to try and change people's perceptions and views. It worked with Ogilvy (advertising agency) to help get its message across. It was launched in 2005 and described as 'Groundbreaking' by the Syracuse University. One of the main reasons

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<sup>22</sup> "The Talk: P&G ad on race relations generates massive views ...." 4 Aug. 2017, <https://www.bizjournals.com/cincinnati/news/2017/08/04/p-g-ad-on-race-relations-generates-massive-views.html>. This seems like a reasonably reliable source however it isn't really well known and does not have expertise in advertising. Accessed 6 Aug. 2018.

<sup>23</sup> "What is Cause Marketing? | Definition | CauseGood." <https://causegood.com/blog/what-is-cause-marketing-definition/>. This is a very reliable source for what i am looking into, mainly because the website is all about cause marketing which is what I am discussing. Accessed 10 Aug. 2018.

it came about was the fear of a brand in decline and how people saw Dove as old and unchanging, the main benefit of the campaign is brand differentiation. This campaign was also very targeted to a particular audience to try and promote a change in opinions. The article says cause marketing campaigns are more effective when the cause is relevant, the campaign led to people talking about it on blogs or in real life, it initiated much PR. "Traffic to the Dove site was incredible, with customers seeking more information", this shows how the campaign was effective and a success in many ways. One of the videos they produced about transforming a girl's appearance with make-up, this was incredibly effective and was viewed 1.7 million times in the first month, traffic to the dove website almost tripled, and many bloggers also wrote about it increasing awareness. The effectiveness of Dove's efforts remain to be seen in terms of both society and the brand, people try the company's products for the first time and recommend the brand to others, there is also an improved opinion of the company's reputation and the campaign has helped raise awareness of body image as well as raising profits.

I personally believe Dove's Real Beauty campaign was very effective, it is also very well known, if you ask people, many people have heard of it some way or another. It did stand out against the clutter have a USP, it was a very unique, different campaign to many around us, it also reached its target audience well. The follow up actions were not really clear but it was mainly to get people to talk about it and raise problems and finally Dove has built up a loyal, trustworthy brand over the years and has a good relationship with its customers. On the reverse side there was no kind of promotion or discount involved in the adverts, it also did not have a very big sense of urgency. One could say it was visually attractive, lots of the campaign was done with videos so it clearly did bring people in and encourage them to watch the videos and finally it was

quite creative and communicated relatively well. Overall it was a very effective campaign but this is a rather subjective example.<sup>24</sup>

## John Lewis Christmas adverts

John Lewis is very well known for its special adverts around Christmas time, throughout the UK they are very popular and there is a lot of anticipation each year as to what the next new Christmas advert will be. According to Marketing Week John Lewis's Christmas TV ad campaign is their most profitable return on investment which is a factor in which we can tell if an advert is effective or not. By these adverts, John Lewis are building their brand over the long term, helping to make everyone aware of their company and making their company 'likeable'. They aim to impact long term gains not just short term gains including shares and likes on social media. Swift says:

*"Marketing should be about entertaining the nation, changing people's behaviours and challenging their perceptions. It's not about click-through rates, likes and shares, it's about all those really powerful things advertising and communications can do"*<sup>25</sup>

this is a different approach to analysing how effective their adverts are, their idea of an effective advert is clearly not just about numbers or profit, it's also about how to make people smile or impact society by sending positive messages. When people think about the christmas advert each year it is a positive thing and it can make people happy and lead people to talk about it in a positive way instead of just thinking about sales or that it's just another company.<sup>25</sup>

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<sup>24</sup> Morel, Lindsey, "The Effectiveness of the Dove Campaign for Real Beauty in Terms of Society and the Brand" (2009). Syracuse University Honors Program Capstone Projects. 480. [https://surface.syr.edu/honors\\_capstone/480](https://surface.syr.edu/honors_capstone/480). Accessed 8 Aug.

<sup>25</sup> "John Lewis: The Christmas ad is our most profitable ROI - Marketing ...." 4 Nov. 2016, <https://www.marketingweek.com/2016/11/04/john-lewis-the-christmas-ad-is-our-most-profitable-roi/>. This website is

Talking about some of the stats; “Moz the monster” campaign was the most viewed christmas ad on Facebook and Youtube within 24 hours of launch, M&S had 7.8 million views whereas John Lewis had 10.4 million views, with the help of the increase in the use of social media for advertising and spreading messages, these ads were spread even further and possibly the reason John Lewis’ ad was viewed so much more was because people anticipate it and expect something good each year<sup>26</sup>

The adverts, every year always tend to have an emotional aspect to them so that they are more easily remembered, this provokes people’s emotions, especially paired with a song that could be associated with past memories. Most people remember ads that make them laugh or smile and have a feel good factor hence one of the reasons John Lewis’ adverts are considered very effective is because of their impact on people’s emotions. Equinet says that the adverts master the art of storytelling, they focus on a simple story that intrigues you then unravels into something touching and heartwarming and they encourage the part of you that gets excited for christmas. They also say that the “product doesn't have to be the main focus to achieve sales” which is very evident with these adverts.<sup>27</sup>

Evaluating the effectiveness of their christmas adverts is more difficult than others because you could determine them as effective either talking about an increase in profit of the company or

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all about marketing therefore they are experts in the topic and we can say that their website is a reliable site to get information on marketing and advertising. Accessed 2 Sept. 2018.

<sup>26</sup> "John Lewis 'most viewed' Christmas ad on social within both 24 hours ...." 16 Nov. 2017, <https://www.campaignlive.co.uk/article/john-lewis-most-viewed-christmas-ad-social-within-24-hours-three-days-launch/1450403>. I believe campaign is a reliable source because it talks a lot about branding and advertising and is a relatively well known site. Accessed 3 Sept. 2018.

<sup>27</sup> "Why are the John Lewis Christmas ads so successful? - Equinet Media." 9 Nov. 2017, <https://pulse.equinetmedia.com/post/102ek83/why-are-the-john-lewis-christmas-ads-so-successful>. Equinet is another site purely focused on growth in marketing and has many readers so it is a reliable source. Accessed 3 Sept. 2018.

talking about the impact they have on people and making people happier and just generally attracting customers. I would say these adverts definitely stand out among the clutter, paired with the long term brand loyalty the company has built up this leads to a very strong relationship with customers. One thing that is difficult to analyse is whether the adverts are put in front of the right target audience, it is difficult to determine because the John Lewis adverts are for everyone they don't really have a specific target audience, the adverts don't necessarily have a big follow up action, however, they normally have a message behind them for people to take away so that could be counted as a follow up action. Also depending on the advert each year they sometimes encourage people to purchase something from the advert, for example Monty the soft toy penguin sold out almost instantaneously the first time it was introduced. On the other hand the adverts do not have promotions or discounts at all and they don't have a sense of urgency to do anything, but it could be argued they are creative adverts and visually attractive but I don't believe that is the main reason people watch them.

## Dumb Ways to Die

This is an Australian campaign, similar to Logic's song because it is not specifically based on profit and how to raise awareness of a brand or boost sales. It was named by AdAge the 12th best campaign of the 21st century. It was created to highlight the unintelligent ways you can die, especially with behaviour around trains. It was created to promote awareness and help influence the audience to be more careful. The campaign was centered initially around animated creatures who die in comical stupid ways, emphasizing that the worst accidental deaths are due to contact with trains and young people in particular being absent minded and foolish. The initial video was such a success more content was created including gifs, downloadable songs, a free smartphone game and a children's book. In April 2014 the video had been viewed 77 million times on youtube and the game reached the no.1 free app in 21 countries. A 21% reduction in railway accidents followed this campaign showing that it had been effective in reducing

incidents around trains, some critics say this is not to do with the campaign. It is difficult to tell if the results were a lucky coincidence or in fact the number of incidents was reduced because of the campaign. One definite obvious impact though was that rail safety is not invisible now, the campaign did increase awareness of the issue and get people talking about it. Social media has been a key factor in the spread of this campaign, it makes talking about content easier and the video can be shared again instantaneously as shown by the video going viral and meaning there is a global audience. Metro did not claim copyright so that it would allow people to make their own versions even if they were not good they still spread awareness, which is unusual but effective.<sup>28</sup>

Initially they had 4 prime objectives:

1. "Increase public awareness and engagement with rail safety"
2. "Generate PR, buzz and sharing around our message about road safety"
3. "Invite a commitment to be safe"
4. "See a reduction of near misses and accidents at level crossings and station platforms over 12 months by 10%"

On the whole the campaign seemed to have a positive impact, and was effective, we can also see this from the stats in the reduction of railway accidents. Firstly it did have a USP and stand out, there are not many other campaigns like this. It was also put in front of the right target audience, this was made easier by the form of it being a video and an app, it also had a follow up action for people to sign a pledge to be safe around trains and take care, also the long

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<sup>28</sup> "Case Study: Metro Trains' Dumb Ways to Die « Best Marketing." <http://www.best-marketing.eu/case-study-metro-trains-dumb-ways-to-die/>. This is a very reliable source because it is specifically about online marketing which is what this advert is all about so they're experts in this field. Accessed 5 Sept. 2018.

term brand loyalty influences this because if people agree to sign a pledge then they're building up a sense of loyalty. On the other side, I believe this advert does contradict what I said at the start of the discussion because I mentioned that being attractive and creative wasn't that important but this campaign was visually attractive and creative and this does help its effectiveness. It does also have a sense of urgency to change behaviours globally but it doesn't involve any promotions or discounts. This advert was attractive in raising general awareness of accidents around trains, it generated a big buzz and helped people to see the importance of being safe, it also got thousands of pledges on their website and there was an overall reduction in accidents so i think it is safe to say that the campaign did have a positive impact and was very effective and continues to be effective.<sup>29</sup>

Through looking at all of these very different campaigns conclusions can be drawn as to what similar key features can make up an effective campaign, also the other factors suggested by various advertising experts, that they make effective adverts which I don't agree with such as the use of promotions or discounts and good communication. I can see how these factors can contribute to making an advert effective but I do not agree that they are key factors. Paired with my literature review we can definitely see the 4 clear factors in almost all the case studies that make adverts effective.

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<sup>29</sup> "Has Dumb Ways to Die been effective? - Mumbrella." 30 Jan. 2015, <https://mumbrella.com.au/dumb-ways-die-stopped-dumb-behaviour-around-trains-270751>. This source must be effective because it evaluates all media and marketing in Australia so has seen many different things and believes this is effective. Accessed 5 Sept. 2018.



# Conclusion

These are the key 4 things that I believe make an advert or campaign effective:

- Standing out amongst the clutter, using a USP
- Ensuring the ad is in front of the right people at the right time (correct target audience)
- Follow up actions
- In the long term building up Brand Loyalty

Through my research, I discovered many different elements that may contribute to an effective advert or advertising campaign. Looking at real world examples of different adverts and campaigns, I came to the conclusion that there are usually a few elements that contribute to the effectiveness of an advert. It is difficult to determine the exact factors due to the wide variety of adverts out there.

However, I think it is very important to consider 3 things:

1. What type of thing is being advertised, whether it is a physical product, a campaign, a service or even just something to raise awareness. This is important because they may all have a different approach to advertising their products and hence different features making the advert or campaign effective
2. The motive behind the advertising, for example, if its entirely profit based then you may have a very different way of advertising than if it is to promote awareness of an issue or a charity.
3. The way it is advertised, if it is an advertising campaign that is specifically created to be advertised through social media sites then it'll be different to one that is through tv or on the radio.

This being said, the main things that I believe are important are ensuring you build up a good, reliable, trustworthy brand leading to brand loyalty, this means with a better brand identity your adverts will be trusted and will be more effective in making people take action, also because people are already aware of your brand they may actively seek new adverts, for example John Lewis with their Christmas adverts.

Furthermore, making your product, advert or campaign unique and stand out through the clutter. Focusing on a unique selling point helps to create an effective ad as there is an aim to it and a key feature to the advert, it must have this because there are so many brands out there potentially trying to advertise basically the same thing as you and you must make yours stand out, a good example of this is the Dove Real Beauty Campaign, the campaign had unique points and stood out through the clutter.

Also having a follow up action is very important because even if people see your advert they may forget about it, if there is an action such as a weblink to another page or a coupon to use within a few days then your advert is more likely to be effective and have a greater impact. For example, I found out in my discussion that the Dumb Ways To Die campaign had a pledge for people to commit to be safe around trains which meant even more people were made aware of it and it had a more personal link.

Finally a very important factor is getting the right ad in front of the right people at the right time this can help brand massively to have an effective advert because it already has the correct target audience meaning you are much more likely to have a strong impact, choosing how you will advertise is part of this, for example a fishing magazine may be a better way of advertising than having a fishing ad on the radio because automatically you have narrowed down your target audience to an appropriate one.

The ultimate thing I believe making campaigns and their adverts effective are how the key points interlink and how seamlessly those points are executed.

## Evaluation

I found my project very interesting, evaluating the effectiveness and subjectivity of adverts was something very different to what I would normally investigate in or out of school curriculum and I have found out many new things I was oblivious to before or didn't automatically make links with.

Many a times I have seen adverts on social media and now I've led research into this area, the theory and reasons behind them has become more evident. Delving deeper into the placement of adverts in society and on social media platforms and the main things that make them effective has been thought provoking.

Whilst carrying out this project I have found I pay more attention to what I see and think about why and if it is effective. My ideas have changed a little throughout the project, initially I thought features making it effective were very obvious but now I realise there are many different angles and features to be considered when creating an advert or campaign. As I have been through the research process my opinion has changed towards companies like John Lewis. I did not understand on the whole how big a company like John Lewis is in the advertising field and how much influence and power companies with good advertisements can have.

I have found out exactly what I wanted to in the project and my aims have been met as I now know exactly what aspects make an advert effective. I do believe I could have structured my discussion slightly differently so it flows more easily but I also believe it is important for me to

look at multiple different adverts and ones with different incentive behind them. If I could extend my project I would like to think about or possibly try making my own effective advert, knowing the things I know now. I also would have liked to focus more on the rapidly growing social media side of advertising and the different forms of it, such as advertising on youtube and Facebook. Furthermore I could have kept to the suggested milestones more accurately, because I started a bit later because I initially struggled to choose a question, but I did catch up with the suggested milestones eventually so it wasn't a big problem. The research process has been very different from the typical learning process at school, it has challenged me to become an effective researcher and made me think more about different sources or journals I can use for future work. I have learnt skills by undertaking the project, I have learnt how to correctly cite sources and write a bibliography, also it has helped my research skills, especially by using different sites or sources to find information and considering the reliability of sources. The layout and format of the dissertation has also been eye opening and I have enjoyed being able to investigate something I normally would not.

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